

anicca
data driven digital marketing

Google Shopping Ads

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A bit about Ann



Introduction to Shopping ads and product listing ads (PLA's)

Merkle 2018 Q3 state of paid ads

- Google spending increased 18% YOY
- Clicks up 8% and CPC up 9%
- **Shopping Ads (PLA's) up 33%**
- **Text ads up 3%**
- **For retailers (except brand) PLA 87% of Google clicks**
- YouTube up by 77% YOY
- Mobile search ads were up 33%
- Desktop down 11%
- Google local inventory ads also increasing (for stores)

The screenshot shows a Google search for "leather luggage". The search results are categorized into four main sections:

- Sponsored Shopping Ads:** A row of five product listings with images, prices, and brand names. Items include a Burberry Vintage Check and, John Lewis & Partners Made, Suitcase - Cabin - Classic - Silv, Redwood Black Leather Holdall, and Maxwell Scott - High Quality. Prices range from £330.00 to £890.00.
- Paid Search Text Ads:** A text-based advertisement for "Luxury Leather Luggage & Travel Bag - Leather Company" with a link to www.leathercompany.co.uk/ and a description of their services.
- Local listings (map results):** A map showing several locations in the Leicester area, including Cambridge Satchel, The Bag Store..., and Third Gen, with their respective ratings and hours.
- Organic Listings:** A text-based organic search result for "Luxury Leather Luggage & Travel Bag - Leather Company" with a link to https://www.leathercompany.co.uk/luggage-c7 and a description of their products.

Paid Shopping Ads

Paid Search Text Ads

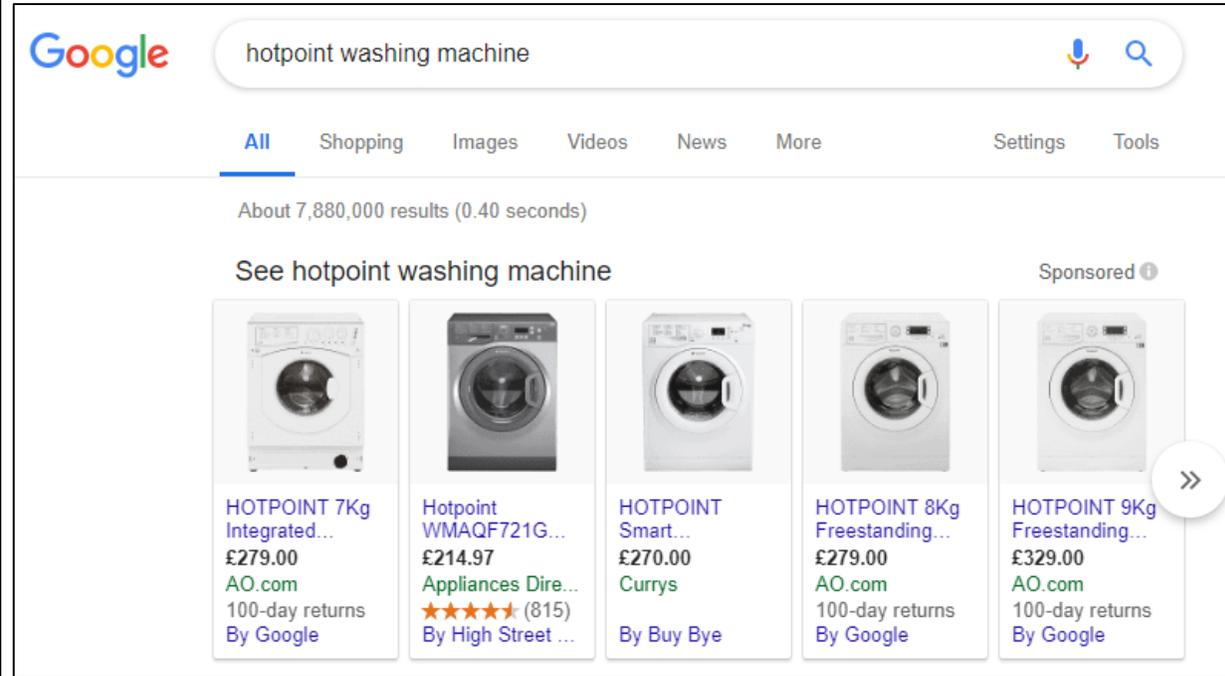
Local listings (map results) from your Google My Business Page)

Organic Listings (from Search Engine Optimisation or SEO)

Getting Started With Shopping Ads (PLAs)

What you need

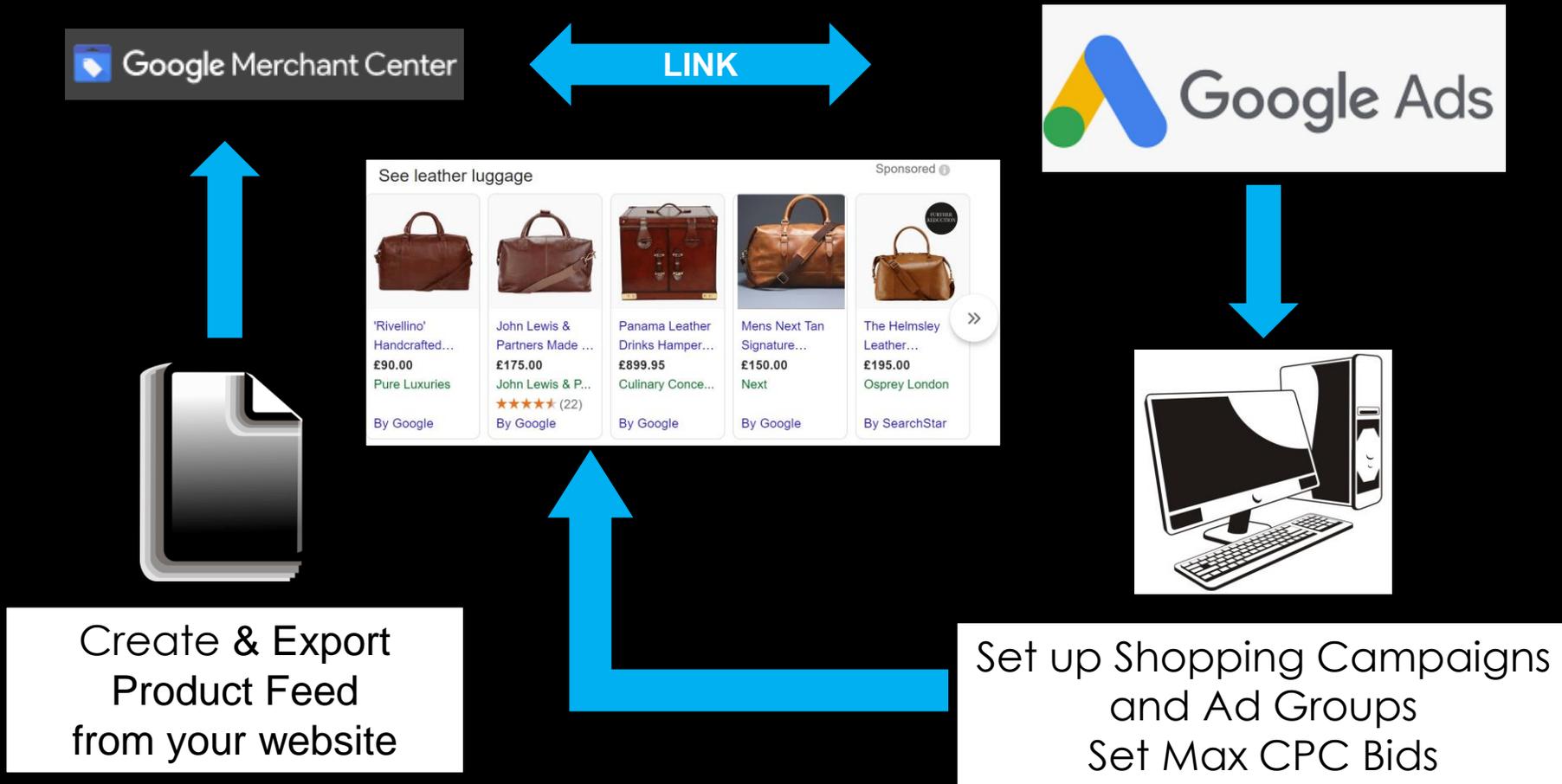
- ✓ Google Ads account
- ✓ Merchant Centre account
- ✓ Shopping feed – XML/ CSV/ API
- ✓ Product pages in the target countries relevant language and currency
- ✓ Ability to populate all of Google's required attributes



By Google – Shopping Ads set-up through your Google Ads account

By XXXX – Shopping Ads via a CSS partner, benefits from 20% discounted CPC (EU only)

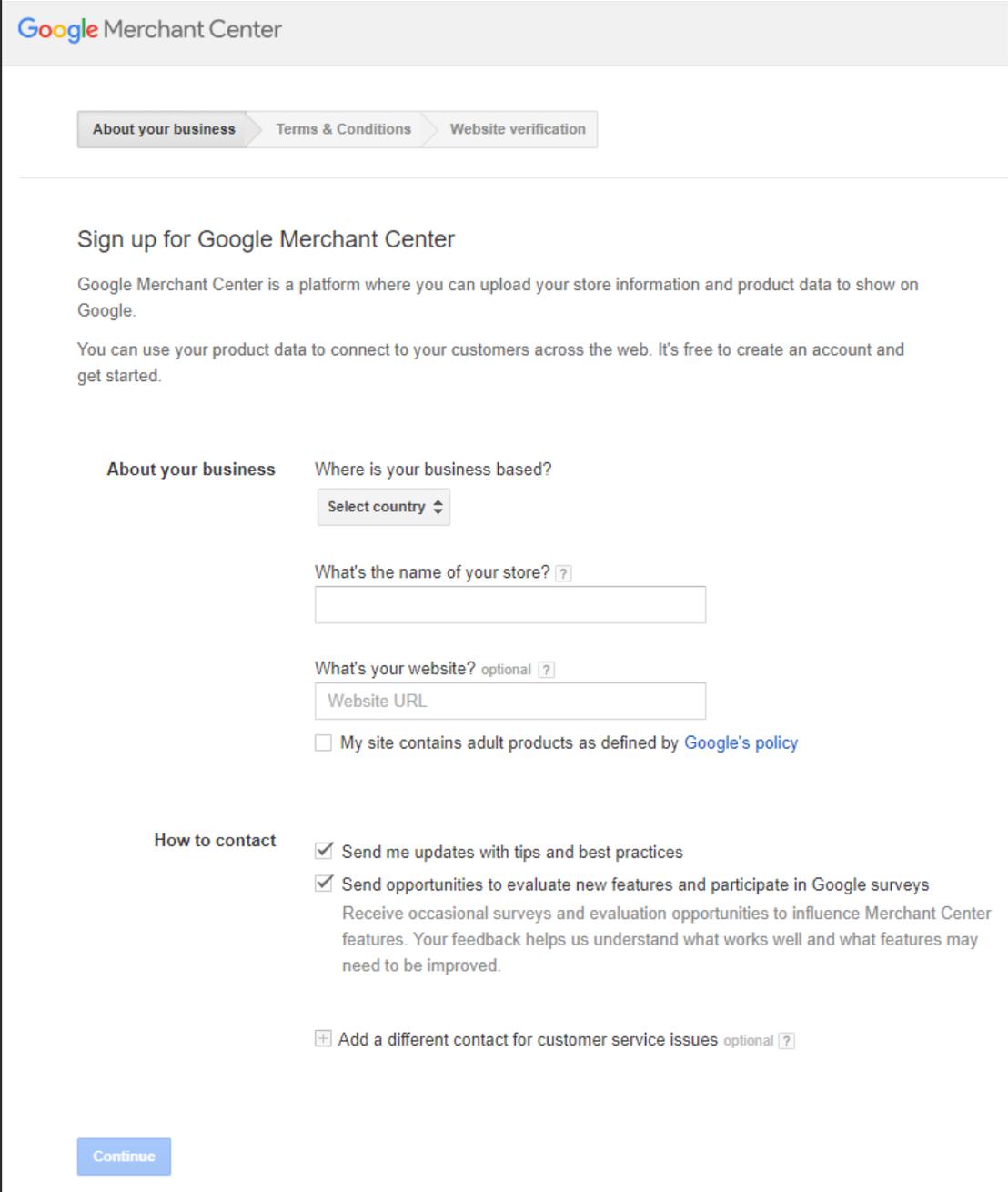
Linking accounts



Merchant Centre and Shopping feeds

Setting Up Your Merchant Account

- To sign up to merchant centre you will need to visit <https://www.google.com/retail/solutions/merchant-center>
- You will need a Google login
- You will also need to verify and claim your website URL
- You will need to have your feed URL at hand to set up your scheduled fetch or link via API
- If you haven't included shipping information within your feed this can be added here
- You can make use of feed rules and supplementary feeds to amend small segments of data in the feed – such as adding in custom labels, or finding and replacing certain text fields



The screenshot shows the Google Merchant Center sign-up page. At the top, there's a navigation bar with 'About your business', 'Terms & Conditions', and 'Website verification'. Below this, the main heading is 'Sign up for Google Merchant Center'. The text explains that Google Merchant Center is a platform for uploading store information and product data. It also mentions that it's free to create an account and get started.

The form is divided into two sections: 'About your business' and 'How to contact'.

About your business

- Where is your business based?
- What's the name of your store? [?](#)
- What's your website? optional [?](#)
- My site contains adult products as defined by [Google's policy](#)

How to contact

- Send me updates with tips and best practices
- Send opportunities to evaluate new features and participate in Google surveys
Receive occasional surveys and evaluation opportunities to influence Merchant Center features. Your feedback helps us understand what works well and what features may need to be improved.
- Add a different contact for customer service issues optional [?](#)

At the bottom of the form, there is a blue 'Continue' button.

Generating Your Shopping Feed

1. Generation of Google shopping feed

- Magento plugin – generates feed based on website data. Plugins include [Amasty](#) & [Wyomind](#) but there are other options on the market
- Site scraping software such as Feed Optimise – this software will then also host your feed

2. Configuration of shopping feed

- If generated using a plugin the feed will need to be configured in the back end of the website

3. Selecting which products to send into the feed

- When configuring the feed in the back end of Magento you will put rules in place to select which products will be pushed through into the live XML feed
- If you use site scraping software you will be able to adjust this within that software's platform
- You should exclude products that do not meet Google's policies at this point to avoid un-needed disapproval's. This can include things like products with no GTIN values

4. Ensure the product feed has all of the required (& preferably recommended) attributes populated.

- You can also check your product data is present before generating a feed
- For this it is best to convert into a CSV file as this is more manageable to review
- Depending on the feed software or plugin used you may also see errors and warnings flagged

5. Link your feed to Google Merchant Centre

- Depending on how your feed was generated you will add in the XML link or the feed software will connect the feed via API

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" ?>
<rss xmlns:g="http://base.google.com/ns/1.0" version="2.0">
  <channel>
    <title>Google Base feed for www.thebatteryguys.co.uk</title>
    <link>https://www.thebatteryguys.co.uk/</link>
    <description>
      TheBatteryGuys.co.uk has a simple task - to deliver the right car battery at the right price directly to the customer Fast We make the task of buying car batteries, or batteries for any vehicle a simple, quick and painless task. We deliver car batteries on a next day service to 95 percent of the United Kingdom.
    </description>
    <item>
      <g:id>10-Daihatsu-CxHighRoof1</g:id>
      <title>
        Dynamic Silver 054 Daihatsu Cx High Roof (1) - Car Battery
      </title>
      <description>
        <![CDATA[
          Sealed Calcium/Calcium Special Splash Proof Lid 30% More Starting Power 100% Maintenance Free As Fitted By Major Car Brands This Battery Has Small Posts. This Battery will fit a Daihatsu Cx High Roof (1)
        ]]>
      </description>
      <g:google_product_category>
        Vehicles & Parts > Vehicle Parts & Accessories > Motor Vehicle Parts > Motor Vehicle Batteries
      </g:google_product_category>
      <link>
        https://www.thebatteryguys.co.uk/1489-cx-high-roof-1
      </link>
      <g:image_link>
        https://www.thebatteryguys.co.uk/273/solite-054.jpg
      </g:image_link>
      <g:condition>new</g:condition>
      <g:availability>in stock</g:availability>
      <g:price>47.00 GBP</g:price>
      <g:identifier_exists>FALSE</g:identifier_exists>
      <g:brand>solite</g:brand>
      <g:custom_label_0>Daihatsu</g:custom_label_0>
      <g:custom_label_1>Cx High Roof (1)</g:custom_label_1>
    </item>
  </channel>
</rss>
```

Product Feed Examples

XML Example

```
<?xml version="1.0"?>
<-rss xmlns:g="http://base.google.com/ns/1.0" version="2.0">
<-channel>
<-item>
<g:id>08530579</g:id>
<-title>
<-![CDATA[Ladies Black Dress Size 8]]>
</title>
<-description>
<-![CDATA[Black ladies cocktail dress if perfect for any party event]]>
</description>
<-link>
<-![CDATA[https://www.example.co.uk/dress]]>
</link>
<-g:image_link>
<-![CDATA[https://www.example.co.uk/media/.jpg]]>
</g:image_link>
<g:condition>New</g:condition>
<-g:availability>
<-![CDATA[In Stock]]>
</g:availability>
<g:price>40.0000</g:price>
```

```
<-g:brand>
<-![CDATA[example]]>
</g:brand>
<g:mpn>08530579</g:mpn>
<g:gtin>50636623</g:gtin>
<-g:google_product_category>
<-![CDATA[Clothing & Accessories > ]]>
</g:google_product_category>
<g:identifier_exists>TRUE</g:identifier_exists>
<g:gender/>
<g:age_group>female</g:age_group>
<g:custom_label_1/>
<![CDATA[30]]>
</g:custom_label_1/>
<g:color/>
<![CDATA[black]]>
</g:color/>
<!-- Product Variants -->
<-g:product_type>
<-![CDATA[Womens clothing > dresses > cocktail dresses]]>
</g:product_type>
</item>
```

CSV Example

A	B	C	D	E	F	G	H	I	J	K	L	M	N
id	title	description	google product category	link	price	brand	condition	image link	gtin	product type	colour	size	gender
25638	Adidas red sport sweatshirt	Stay casual in this stylish	Clothing & Accessories > Clothin	https://www.example.co.uk/	55	Adida:	New	https://www.example.co.uk/	2132538	womens > clothing > sweatshir	red	l	female
23655	Adidas black sport sweatshirt	Stay casual in this stylish	Clothing & Accessories > Clothin	https://www.example.co.uk/	55	Adida:	New	https://www.example.co.uk/	2152368	womens > clothing > sweatshir	black	m	female
25868	Adidas black 3 stripe track pant men	Crafted with an elasticate	Clothing & Accessories > Clothin	https://www.example.co.uk/	33	Adida:	New	https://www.example.co.uk/	2568568	womens > clothing > track pant	black	m	male
23659	Adidas originals 3 strip track pant nav	Crafted with an elasticate	Clothing & Accessories > Clothin	https://www.example.co.uk/	33	Adida:	New	https://www.example.co.uk/	2568569	womens > clothing > track pant	navy	s	male

Feed Attributes

There are a number of attributes that are required across all e-commerce categories:

Required Feed Attributes

- **Id** – this is your unique product identifier
- **Title** – your product's name
- **Description** – your product's description
- **Link** – your product's landing page
- **Image link** – the URL of your product's main image
- **Availability** – in stock/ out of stock/ pre order
- **Price** – your product's price in local currency
- **Condition** - new/ refurbished/ used
- **Shipping** – your product's delivery cost. This can also be added direct within Merchant Centre & you should use one or the other

Final attributes	
title	Pmd Replacement Green Discs - Moderate
id	1203
price	EUR21.69
sale price	EUR18.26
availability	in stock
condition	new
brand	PMD
description	PMD Replacement Green Discs - ModeratePersonal Microderm Green Replacement Disc 6 pack (2 large body , 4 small facial) and 1 black replacement filter. Moderate Grit aluminum oxide coating on tip.
featured product	Yes
google product category	Health & Beauty > Personal Care > Cosmetics > Cosmetic Tools > Skin Care Tools
gtin	855394003027
image link	https://www.skincare.co.uk//media/catalog/product/g/r/greendisc1-510x519.jpg
link	https://www.skincare.co.uk/pmd-replacement-discs-green-medium.html
manufacturer	PMD
mpn	1203
online only	Yes
product review average	4.71
product review count	14
product type	Shop By Brand > PMD Personal Microderm
quantity	48

Category Specific

There are also number of attributes that are required for specific e-commerce categories such as apparel:

Category Required Feed Attributes

- **Google product category** – value from Google’s product taxonomy that varies per country. This is required for clothing & accessories, media & software
- **Brand** – your product’s brand name. Required for all new products other than movies, books & music
- **GTIN** – Your product’s Global Trad Item Number as assigned by the manufacturer. Required for all new products that have been assigned one. Not required for custom/ hand made or second hand products
- **MPN** – required if your product does not have a GTIN
- **Adult** – indicate that a product contains ‘adult’ content
- **Multipack** – the number of products sold within the multipack

Final attributes	
title	Charles Bentley Fitness Cross Trainer
id	13176
price	£149.99
sale price	£134.99
availability	in stock
condition	new
brand	Bentley Fitness
custom label 0	Mid/High
description	Cross training is the perfect combination of skiing, cycling, jogging and stepping exercises and this Bentley Fitness elliptical cross trainer offers you this low impact exercise combination right at the comfort of your home. With this gym machine the stress on your bones and joints is minimized as it replicates the natural body motion while boosting the cardio workout effectiveness. Features: Low impact exercise Multifunction LCD display: scan, time, speed, distance, calories, pulse 8 level magnetic resistance 4kg flywheel Non-slip feet Handlebar heart rate sensors High quality tubular steel construction Dual action elliptical handlebars Materials: Steel Plastic Dimensions: L100 x W54 x H152cm Weight: 28kg Maximum user weight: 100kg Assembly Required: Requires self-assembly. Full English instructions provided Please note: The pedal bolts have opposite threads, the right tightens clockwise and left tightens anticlockwise, if they are turned the wrong way this will cause damage.
display ads link	https://www.buydirect4u.co.uk/product/sports-leisure/sports-leisure-health-fitness/bentley-fitness-cross-trainer/#fo_c=1414&fo_k=4167244fc9fa64bdcc7d7bd32017cdb5&fo_s=grmuk
google product category	Sporting Goods > Exercise & Fitness > Exercise Machine & Equipment Sets
gtin	05014555071595
image link	https://www.buydirect4u.co.uk/wp-content/uploads/2017/03/HFCT03-Charles-Bentley-Fitness-Cross-Trainer-1.jpg
link	https://www.buydirect4u.co.uk/product/sports-leisure/sports-leisure-health-fitness/bentley-fitness-cross-trainer/#fo_c=1414&fo_k=4167244fc9fa64bdcc7d7bd32017cdb5&fo_s=gplauk
mpn	HF/CT.03
product type	Sports & Leisure > Health & Fitness > Exercise Machines

Category Specific

Category Required Feed Attributes

- **IS bundle** – indicate if a product is a merchant defined custom group of various products
- **Age group** – required for all clothing items, as well as items with assigned age groups
- **Colour** – required for all clothing items and any products that have variants by colour
- **Gender** – male/ female/ unisex. Required for all clothing items, as well as gender specific products
- **Material** – required if variants differ by material e.g. leather
- **Pattern** – required if variants differ by pattern e.g. striped
- **Size** – required for all clothing & footwear items
- **Item group id** – a group id for products that come in different variants

Final attributes	
title	Asics Gel-Blackheath 7 Mens Hockey Shoes 2018 Phantom/Imperial #UK 10
id	1111A003-020-UK10
price	GBP69.95
availability	in stock
condition	new
age group	adult
brand	Asics Hockey
color	Black
custom label 0	50 - 100 GBP
description	If your play owes more to skill and agility than to pure speed, the Asics Mens GEL-Blackheath 6 hockey shoes will help you bring your top game. Engineered to work with you as you run on the pitch, they offer the grip and stability you need to show off your stickwork. Gerat stability is provided by the Duo Max dual-density system in the midfoot area. Combined with a Sp EVA midsole to give you comfortable cushioning, it makes for a light, robust shoe. The P-guard wraps around the forefoot and protects your toe area. Stay agile with better grip thanks to visible flex grooves and lightweight protective material Play whatever the weather with grip that works even on damp artificial grass fields Protect your joints with GEL rearfoot inserts to absorb shock and impact Phantom/Imperial Colour
display ads link	https://www.hockeyfactoryshop.co.uk/asics-gel-blackheath-7-hockey-shoes-phantom-imperial.html#fo_c=1039&fo_k=22008f9115e84570ebfa49c405e78118&fo_s=grmuk
gender	male
google product category	Sporting Goods > Athletics > Hockey & Lacrosse
gtin	04549957521160
image link	https://www.hockeyfactoryshop.co.uk/media/catalog/product/0/F/0F5AF24B89A874B08EE4203B6D7193D0_1.jpg
item group id	1111A003-020
link	https://www.hockeyfactoryshop.co.uk/asics-gel-blackheath-7-hockey-shoes-phantom-imperial.html#fo_c=1039&fo_k=22008f9115e84570ebfa49c405e78118&fo_s=glplauk
mpn	1111A003-020-UK10
product type	Hockey > Hockey Shoes > Astro Shoes > Asics Shoes
shipping weight	1 kg

The Do's and Don'ts of Google Shopping Feed

Do

- ✓ Optimise your product titles
- ✓ Ensure images are high quality and accurately reflect the product
- ✓ Provide as much detail as possible within the feed
- ✓ Ensure accuracy in your product data
- ✓ Schedule your feed to fetch at least daily

Don't

- ✓ Keyword stuff your titles or descriptions
- ✓ Add promotional text directly within your titles or descriptions
- ✓ Provide vague titles and descriptions
- ✓ Use improper capitalisation

Add a new overwrite rule

Campaign	UK Shopping Channels ▾
Channel	Google Product Listing Ads UK ▾
Scope	Group ▾ All Categories ▾ All Brands ▾
Title	{title} + however if Possible variables (drag & drop): {title} {brand} {taxonomy} {mpn}
Description	{description} + however if Possible variables (drag & drop): {description} {title} {brand} {taxonomy} {mpn}

Shopping Ads Hierarchy

Example campaign structure

Campaign	Budget	Status	Avg. pos.	Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	↓ Cost / conv.	Conv. rate	All conv.	Conv. value	Conv. value / cost	Search impr. share	Search lost IS (rank)	Search IS (rank)
Signs [?]			0.0	8,270,341	94,229	£18,570.81	1.14%	£0.20	1,861.94	£9.97	1.98%	4,281.94	119,869.57	6.46	34.05%	65.56%	
UK_PLA_SMART - Garden & Outdoors	£100.00/...	Eligible	0.4	508,368	7,058	£1,146.27	1.39%	£0.16	41.12	£27.87	0.58%	87.12	5,456.23	4.76	—	—	
UK Shopping - DIY, Tools and Hardware	£30.00/...	Eligible	0.0	148,896	1,049	£323.09	0.70%	£0.31	14.00	£23.08	1.33%	32.00	1,372.86	4.25	37.64%	58.09%	
UK Shopping - Garden & Outdoor	£150.00/...	Paused	0.0	1,144,969	10,588	£2,585.76	0.92%	£0.24	140.74	£18.37	1.33%	306.74	9,596.01	3.71	32.61%	66.34%	
UK Shopping - Sports & Leisure	£30.00/...	Eligible	0.0	152,984	1,578	£228.15	1.03%	£0.14	17.08	£13.36	1.08%	40.08	614.37	2.69	32.42%	67.58%	
UK Shopping - Pets	£33.00/...	Eligible	0.0	213,029	1,990	£331.89	0.93%	£0.17	26.33	£12.60	1.32%	55.33	1,181.83	3.56	50.17%	47.73%	
FO / Shopping UK	FO.Shoppin... £470.00/day	Paused	0.0	4,791,354	50,125	£9,144.07	1.05%	£0.18	960.96	£9.52	1.92%	2,155.96	58,787.04	6.43	34.08%	65.92%	
UK Shopping - Home Living	£50.00/...	Eligible	0.0	778,521	8,398	£1,791.66	1.08%	£0.21	200.25	£8.95	2.38%	437.25	7,933.21	4.43	29.74%	69.05%	
UK Shopping - Toys & Games	£50.00/...	Eligible	0.0	337,669	3,151	£422.20	0.93%	£0.13	57.10	£7.39	1.81%	130.10	2,941.06	6.97	30.92%	69.08%	
Shopping - Remarketing	£59.00/...	Eligible	0.0	175,694	7,512	£1,992.72	4.28%	£0.27	286.88	£6.95	3.82%	764.88	18,883.19	9.48	66.15%	33.85%	

Campaigns include:

- Shopping campaigns created within Google Ads and Feed Optimise (FO)
- Smart Shopping test
- Shopping remarketing campaign

Examples of ad group structure

Ad group	Status	Default max. CPC	↓ Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	All conv.	Conv. value	Conv. value / cost
HOME LIVING - Electricals	Eligible	£0.26 (enhanced)	£497.57	2,510	£0.20	30.48	£16.33	1.21%	63.48	1,391.45	2.80
HOME LIVING - Children's Room & Playroom	Eligible	£0.26 (enhanced)	£408.98	1,987	£0.21	17.31	£23.63	0.87%	41.31	1,107.94	2.71
HOME LIVING - Laundry & Cleaning - Dustpan & Brooms	Eligible	£0.26 (enhanced)	£129.66	550	£0.24	42.76	£3.03	7.77%	99.76	562.51	4.34
HOME LIVING - Bedroom - Chest of Drawers	Eligible	£0.26 (enhanced)	£51.76	394	£0.13	5.88	£8.80	1.49%	12.88	924.94	17.87
HOME LIVING - Bedroom - Bedside Tables	Eligible	£0.26 (enhanced)	£46.51	369	£0.13	5.08	£9.15	1.38%	12.08	218.26	4.69
HOME LIVING - Bathroom	Eligible	£0.26 (enhanced)	£26.13	117	£0.22	14.00	£1.87	11.97%	28.00	315.77	12.08
HOME LIVING - Laundry & Cleaning - Cleaning Sets & Equipment	Eligible	£0.26 (enhanced)	£21.02	88	£0.24	6.37	£3.30	7.24%	14.37	274.92	13.08
HOME LIVING - Laundry & Cleaning - Mops & Buckets	Eligible	£0.26 (enhanced)	£13.67	77	£0.18	1.00	£13.67	1.30%	3.00	10.99	0.80
HOME LIVING - Living Room - Coffee Tables	Eligible	£0.26 (enhanced)	£8.93	63	£0.14	3.00	£2.98	4.76%	7.00	69.93	7.83
HOME LIVING - Living Room - Sideboards & Cosoles	Eligible	£0.26 (enhanced)	£1.96	9	£0.22	0.00	£0.00	0.00%	0.00	0.00	0.00
HOME LIVING - Laundry & Cleaning - Storage	Eligible	£0.26 (enhanced)	£1.75	11	£0.16	0.00	£0.00	0.00%	0.00	0.00	0.00
HOME LIVING - Kitchen & Dining - Dining Tables	Eligible	£0.26 (enhanced)	£0.07	3	£0.02	0.00	£0.00	0.00%	0.00	0.00	0.00
HOME LIVING - Kitchen & Dining - Dining Chairs	Eligible	£0.26 (enhanced)	£0.01	1	£0.01	0.00	£0.00	0.00%	0.00	0.00	0.00
HOME LIVING - Kitchen	Eligible	£0.26 (enhanced)	£0.00	0	—	0.00	£0.00	0.00%	0.00	0.00	0.00

Example of a product group hierarchy

Google Ads *Search MCC > All campaigns > UK Shopping - Home Living > HOME LIVING - Electricals

Overview **Enabled** Status: Eligible Type: Shopping - Product Max. CPC: £0.26 (enhanced)

Recommendations **Product groups** 120 days to today 7 Nov 2018 - 6 Mar 2019

Product groups

Product group	Max. CPC	Impr.	Clicks	Cost	Cost / all conv.	Conv. rate	Avg. CPC	Benchmark max. CPC	Click share	Search impr. share	Conversions	Cost / conv.	Conv. value	Conv. v /
All products	£7.86	225,794	2,524	£499.01	£7.86	1.21%	£0.20	£0.20	16.42%	35.34%	30.48	£16.37	1,391.45	
home living	£7.86	225,794	2,524	£499.01	£7.86	1.21%	£0.20	£0.20	16.42%	35.34%	30.48	£16.37	1,391.45	Category
electricals	£7.86	225,794	2,524	£499.01	£7.86	1.21%	£0.20	£0.20	16.42%	35.34%	30.48	£16.37	1,391.45	Product Type
81366	£8.30 (enhanced)	93,062	1,175	£261.34	£8.30	1.23%	£0.22	-	23.92%	56.62%	14.48	£18.05	706.38	Item ID
Everything else in "electricals"	£0.12 (enhanced)	96,298	826	£160.20	£5.83	1.63%	£0.19	-	-	-	13.50	£11.87	539.61	
81367	£0.08 (enhanced)	25,171	444	£59.79	£13.29	0.56%	£0.13	-	19.99%	45.74%	2.50	£23.92	145.47	
80939	£0.11 (enhanced)	7,597	47	£7.44	£0.00	0.00%	£0.16	-	36.72%	11.12%	0.00	£0.00	0.00	
53755	£0.04 (enhanced)	3,261	31	£10.07	£0.00	0.00%	£0.32	-	28.68%	39.70%	0.00	£0.00	0.00	
80940	£0.04 (enhanced)	405	1	£0.17	£0.00	0.00%	£0.17	-	62.29%	< 10%	0.00	£0.00	0.00	
Everything else in "home living"	Excluded	0	0	£0.00	£0.00	0.00%	£0.00	-	-	-	0.00	£0.00	0.00	
Everything else in "All products"	Excluded	0	0	£0.00	£0.00	0.00%	£0.00	-	-	-	0.00	£0.00	0.00	

Structuring Your Shopping Campaigns

- Typically campaigns will be created based on one of the following
 - Product types
 - Brand
 - Google Categories
 - Custom labels – price/ margins/ seasonality
- Within the campaign you will then break this down further into ad group structures which is where your products will be housed
 - Ad groups can be segmented in a variety of ways depending on the products you are selling and your bidding strategy
 - You can make use of a 1 ad group per SKU structure also known as GRIP - Groups of Individual Products which adds a further level of granularity
 - There are tools you can use such as Optmyzr and Feed Optimise to quickly build your campaign structures
- It is important to understand your feed and plan out your campaign hierarchy's in advance so you can ensure you are not excluding/ missing any products you wish to target

Using Optmyzr to create Shopping hierarchy

The screenshot displays the Optmyzr interface for creating a shopping hierarchy. At the top, the 'Product Split' section shows a breadcrumb trail: 'All Products » Brand » Custom Attribute 0 » Item Id'. Below this, the 'Ad Group Creation Strategy' is set to 'Ad Group for each 'Brand''. There are 'RESET' and 'PREVIEW' buttons on the right.

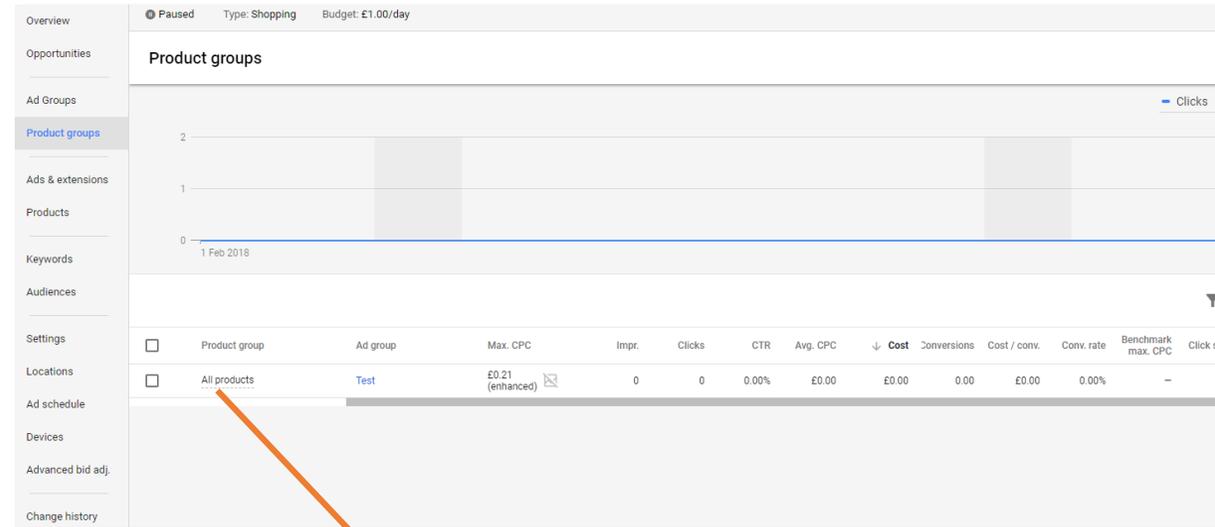
Key statistics are shown in four boxes:

- 90% products in defined groups
- 53 new ad groups
- 1773 new product groups
- 1 products per product group

The main area shows a tree view of the product hierarchy. The root is 'All Products' with 1593 products and a bid of 0.1. It branches into 'Everything Else' (0 products, excluded) and '7mesh (Brand)' (72 products, bid 0.1). Under '7mesh (Brand)', there are 'Everything Else' (0 products, bid 0.1), 'admin (CustomAttr0)' (31 products, bid 0.1), and 'hero (CustomAttr0)' (41 products, bid 0.1). Other brands listed include chrome industries (233 products), thomson (13 products), redwhite (10 products), castelli clothing (10 products), cinelli (98 products), hestra (26 products), carradice (7 products), ornot (215 products), il equipment (41 products), silca (47 products), pedla (85 products), and moto (7 products). All listed brands have a bid of 0.1. A total of 1,593 products were analyzed.

Ad Groups Hierarchy

- The first level of your ad group hierarchy should be what your campaign encompasses
 - E.g. if your campaigns are split per brand then you may see ‘LG, Samsung, Sony etc.
 - You will then break just one of these dependant on which campaign you are in
- Within each ad group you want to break products down as granular as possible into subgroups of relevant categories
 - E.g. Adidas, Nike and Reebok may all be ad groups under a footwear campaign
- You can mix a combination of attributes together such as brand and product type



Subdivide **All products** by:

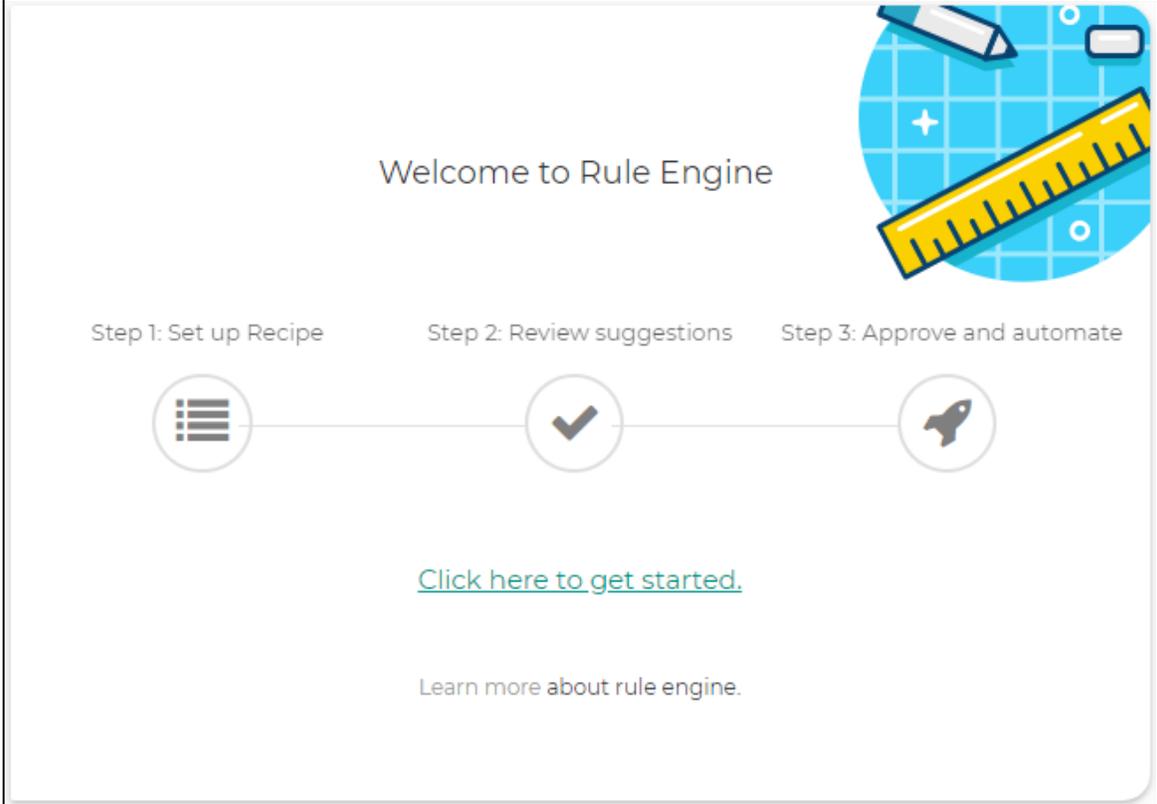
- Category
- Brand
- Item ID
- Condition
- Product type
- Channel
- Channel exclusivity
- Custom label ▶

Product group	Ad group	Max. CPC	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Benchmark max. CPC	Clicks
<input type="checkbox"/> All products	Test	£0.21 (enhanced)	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	-	-
<input type="checkbox"/> Test				0								
<input type="checkbox"/> Test 1				0								
<input type="checkbox"/> Test 2				0								
<input type="checkbox"/> Test 3				0								

Optimisation and Bidding options

Optimising Shopping Campaigns

- Cut expensive and underperforming searches
- Review which products are being found and which products are driving your conversions and spend
- Sculpt your traffic – you may do this by brand or item specific depending on your structure
- Review your absolute top impression share
- Check your bids against the benchmark max CPCs
- Make use of campaign priority settings



Welcome to Rule Engine

Step 1: Set up Recipe Step 2: Review suggestions Step 3: Approve and automate

[Click here to get started.](#)

[Learn more about rule engine.](#)

Setting Your Bids

- You can set bids at the ad group, attribute and item level
 - As you break out your products you will have the option to adjust the bids for this attribute
 - You can also adjust these at a later date once they have been broken out
- In the first instance it is recommended to set bids at the lowest attribute level
 - As the campaign gathers data bids can then be adjusted at an individual item level
- As you break out your ad groups you will need to remember to exclude all other products in the attribute levels above to ensure only your selected products will trigger ads
 - E.g. if your ad group is specifically for Hotpoint washing machines, then anything that does not fall into this category would need to be excluded
 - If you have added a custom label for price brackets or margins you would exclude up until this point
- You can also use automated bidding strategies to power your campaign such as return on ad spend bidding, such as ROAS bidding

Adjusting bids per attribute

Product group	Products sub...	Clicks	Cost / conv.	Current max. CPC	New max. CPC
100 - 150 gbp	49	0	£0.00	£0.21 (enhanced)	£0.21 (enhanced)
200 - 300 gbp	9	0	£0.00	£0.21 (enhanced)	£0.21 (enhanced)
25 - 50 gbp	23	0	£0.00	£0.21 (enhanced)	£0.21 (enhanced)
50 - 100 gbp	92	0	£0.00	£0.21 (enhanced)	£0.21 (enhanced)
under 25 gbp	26	0	£0.00	£0.21 (enhanced)	£0.21 (enhanced)

Excluding products

<input type="checkbox"/>	Product group	Max. CPC	Impr.	Clicks
<input type="checkbox"/>	^ All products	- [X]	0	0
<input type="checkbox"/>	Everything else in "All products" +	Max. CPC £ 0.21 <input type="radio"/> Exclude		
<input type="checkbox"/>	^ Test 1			
<input type="checkbox"/>	Everything else in "Test 1"			
<input type="checkbox"/>	eyewear			

Product group	Max. CPC
^ All products	- [X]
Everything else in "All products"	Excluded

Keyword sculpting

- You can use keyword sculpting to separate out generic and specific or for seasonality, offers etc.
- Use of bids, priorities and negatives to direct search terms into different campaigns

	Brand Campaign	Generic Campaign
Priority setting	Low or Medium	High
Negatives in place	[Women's trainers] [Men's trainers] [running shoes]	Adidas
CAN show for	Adidas running shoes Women's adidas trainers Men's adidas trainers	Women's trainers Men's trainers Running shoes
CPC	£0.41	£0.31
CTR	1.16%	0.93%
Conv. rate	4.18%	1.86%

Sculpting for generic vs brand – performance examples

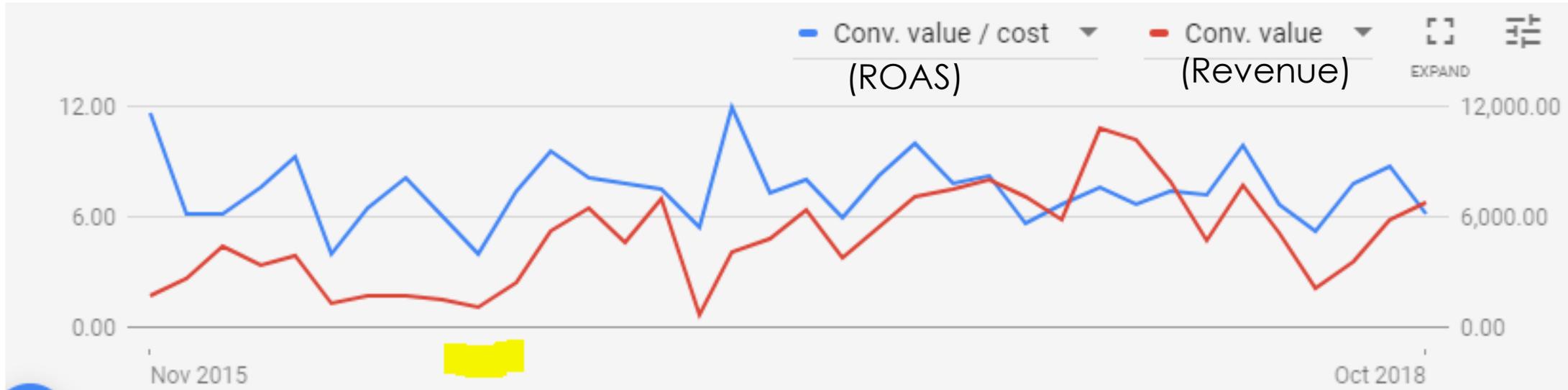
Brand Vs. Generic Split – Example 1 – Sportswear

Campaign	Budget	Status	Bid strategy type	Campaign Type ↓	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. pos.	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
 UK_PLA Hockey Sticks - Generic	£65.00/day	Eligible	CPC (enhanc...	Shopping	857,059	8,784	1.02%	£0.26	£2,309.74	0.0	446.20	£5.18	5.08%	29,275.92	12.67
 UK_PLA Hockey Sticks - Brand	£85.00/day	Eligible	CPC (enhanc...	Shopping	1,122,492	16,884	1.50%	£0.32	£5,367.43	0.0	760.16	£7.06	4.50%	77,257.19	14.39

Brand Vs. Generic Split – Example 2 - Skincare

Campaign	Budget	Status	Bid strategy type	Avg. pos.	Impr.	Clicks	CTR	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
 UK - Shopping - Brands	£100.00/day	Eligible	CPC (enhanc...	0.0	1,112,525	20,130	1.81%	£0.30	£6,138.10	1,517.98	£4.04	7.54%	56,301.37	9.17
 FeedOptimise.Shopping.UK	£200.00/day	Eligible	CPC (enhanc...	0.0	2,780,085	40,432	1.45%	£0.25	£10,094.56	1,252.48	£8.06	3.10%	42,700.43	4.23

ROAS Bidding - Performance Examples



- ROAS bidding example for one of our existing client selling car batteries
- ROAS figures haven't really changed much (blue line), however the revenue has more than doubled generating extra £100k in revenue contributing to a successful business exit for our client

Remarketing options for Shopping Ads

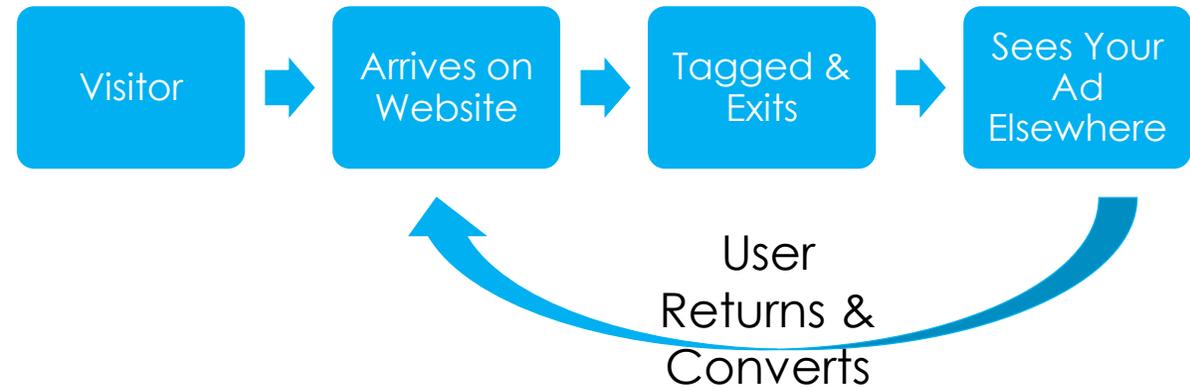
Dynamic Product Remarketing

- By connecting up your Google shopping feed, and adjusting your remarketing code you are able to retarget users based on the products they have viewed on site
- Works in the same way as other remarketing lists, but the code snippet collects additional data such as item IDs of products users are viewing
- The ad that the user sees adjusts dynamically based on these item IDs
- The item IDs collected on site must match up to the item IDs in your product feed in order for the campaign to work correctly
- You can create ads based on a templated design or in html5 if your designer has the know how

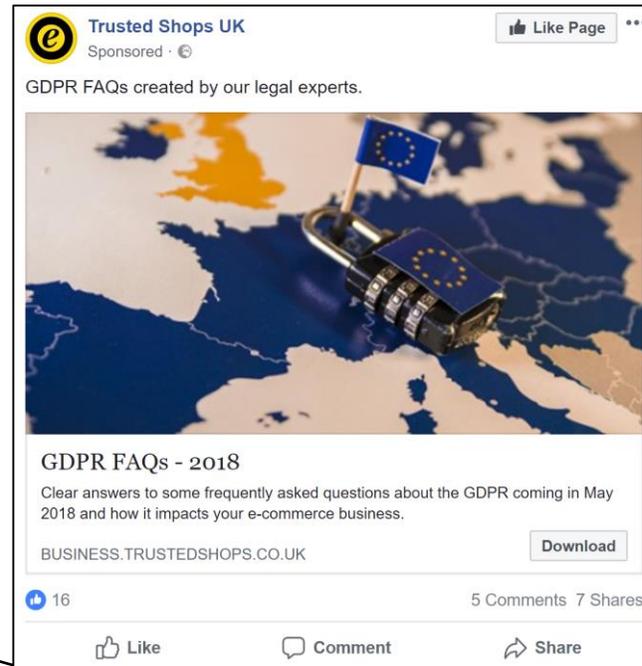


Cross-channel remarketing

- Use “honeypot” content/ads to attract potential customers to your site (using targeting based on profile of ideal customers/previous converters)
- Use utm codes on all links, so you can create remarketing audiences in Analytics
- Use remarketing audiences in conjunction with Shopping Ads to target these users with increased bids (when they are proactively buying)
- Can even be used with free or “offline” traffic, e.g. organic search, organic social or offline ads where a vanity web page is used. In these cases the landing page URL is used to create your remarketing list
- Particularly powerful where current CPC’s are high or ROAS is low
- This strategy allows you to focus budget on previous visitors to your site, as they are more likely to convert



Use “honeypots” to get visitors to your site at a low cost – so you can create a remarketing audience in Analytics



Your site

Create remarketing lists in Analytics

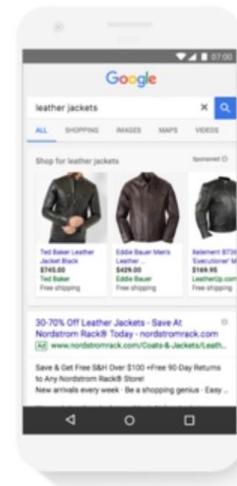
Examples from Facebook –
You should use “Website Clicks” ad objective and targeting based on the profile of your converting audience

Smart Shopping ads and other shopping ad formats

Smart Shopping Campaigns

- The new Shopping campaign sub-type will be automatically goal-optimised and will either increase conversion value or at a specific return on ad spend (ROAS)
- It will combine shopping ads and dynamic remarketing, with placements in search, display, YouTube and Gmail
- Automatic bidding based on machine learning
- Option will roll out globally
- You will still be able to create the existing type of shopping ads (without Goal optimisation), so you can use manual bidding or options such as ROAS bidding
- You can only have 1 ad group
- CPCs are generally cheaper overall due to the fact you are also bidding for the display network

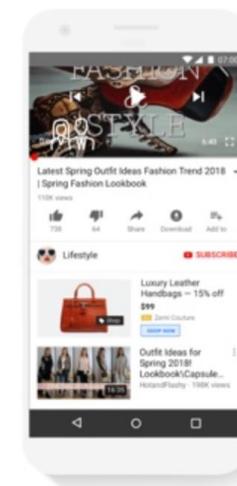
Sponsored Shopping Unit on Search



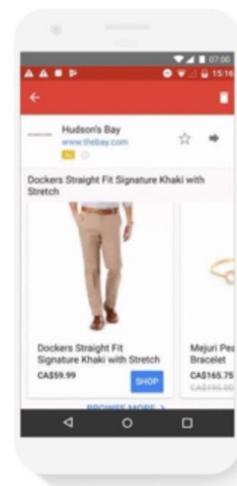
Display Network



YouTube



Gmail



Setting up Smart Shopping Ads

- You need to have at least 20 conversions over the last 45 days across existing Shopping campaigns
- You'll need to set up Conversion tracking with transaction-specific values
- Tagging for dynamic remarketing:
 - Add a global site tag to your website and have a remarketing list of at least 100 active users
 - If you use Google Analytics, you can link to your Google Analytics account and set up tags there, instead of using the global site tag
- Google recommends using a standard Shopping campaign with a maximize clicks bidding strategy to fulfil conversion and remarketing requirements

Select the goal that would make this campaign successful to you

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	

Select a campaign type

 Search Reach customers interested in your product or service with text ads	 Display Run different kinds of ads across the web	 Shopping Promote your products with Shopping ads
--	---	--

CONTINUE CANCEL

Results from Smart campaigns

Select a campaign subtype. Bear in mind that this selection can't be changed later.

Smart Shopping campaign

Maximise conversion value by automating bids and targeting across products and audiences. Your ads can show across the Google Search Network, Display Network, YouTube and Gmail. This campaign will take priority over standard Shopping and display remarketing campaigns. [Learn more](#)

i You already have a Smart Shopping campaign in this country of sale. To set up multiple Smart Shopping campaigns, follow the recommended best practices. [Learn more](#)

Standard Shopping campaign

Pick your settings and automation options. Your ads can show across the Google Search Network. [Learn more](#)

Ad ↑ Ad group

 Stay Protected With Hockey Goalkeeping Equipment at Hockey Factory Shop
Hockey Goalkeeping Gear [View product groups](#) Goalkeeping - Smart

Total: All but removed ads ⓘ

Campaign	Bid strategy type	Campaign Type ↓	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
 UK_PLA Goalkeeping	Target ROAS	Shopping	66,043	565	0.86%	£0.57	£321.53	31.05	£10.35	5.50%	3,272.63	10.18
 UK_PLA_SMART GOALKEEPING	Maximise co...	Shopping	96,454	1,143	1.19%	£0.25	£290.58	25.86	£11.24	2.26%	2,107.46	7.25

Campaign	Budget	Status	Avg. pos.	Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate	All conv.	Conv. value	Conv. value / cost
 UK_PLA_SMART - Garden & Outdoors	£100.00/...	Eligible	0.4	508,368	7,058	£1,146.27	1.39%	£0.16	41.12	£27.87	0.58%	87.12	5,456.23	4.76
 UK Shopping - Garden & Outdoor	£150.00/...	Paused	0.0	1,144,969	10,588	£2,585.76	0.92%	£0.24	140.74	£18.37	1.33%	306.74	9,596.01	3.71
Total: Filtered campaigns ⓘ			0.1	1,653,337	17,646	£3,732.03	1.07%	£0.21	181.87	£20.52	1.03%	393.87	15,052.24	4.03

Local inventory ads

- Used when users search for a specific product and model number
- Merchant needs to provide a separate feed with the stock levels for each store

See Samsung UE55NU7100 near me

Sponsored ⓘ



In store

55" SAMSUNG
UE55NU7100...

£529.00

Currys

★★★★★ (9k+)
By Genie



In store

Samsung
55NU7100 55...

£579.00

Argos

★★★★★ (9k+)
By Productcas...



55" Samsung 4K
Ultra HD TV...

£449.00

AO.com

100-day returns
By Genie



Samsung
UE55NU7100 ...

£419.00

Reliant Direct

By Google



Samsung
UE55NU7100 ...

£419.00

Crampton and...

By Google



Samsung 7 Series

UE55NU7100K - 55"
LED Smart TV - 4K ...

4.6 ★★★★★ 11,758 user reviews



Shop now

Sponsored ⓘ

55 in ▾

£419.00 · Reliant Direct · By Google

£449.00 · AO.com · By Genie

Energy: A

£359.00 · ClickElectricals.com · By Google

Refurbished

£419.00 · Crampton and Moore · By Google

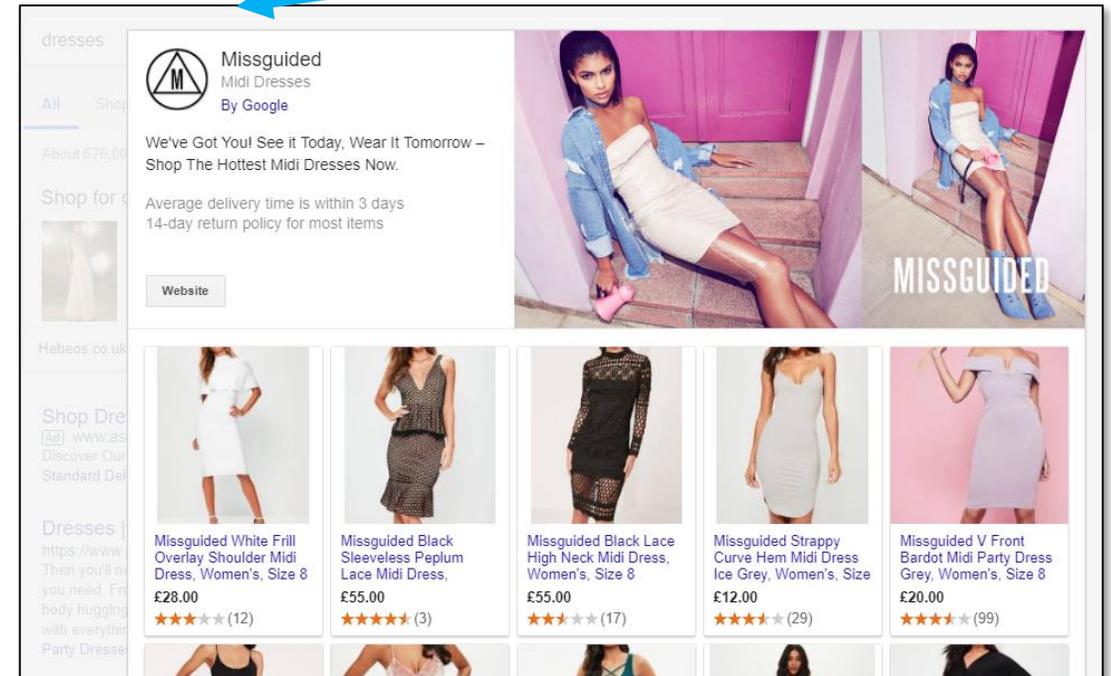
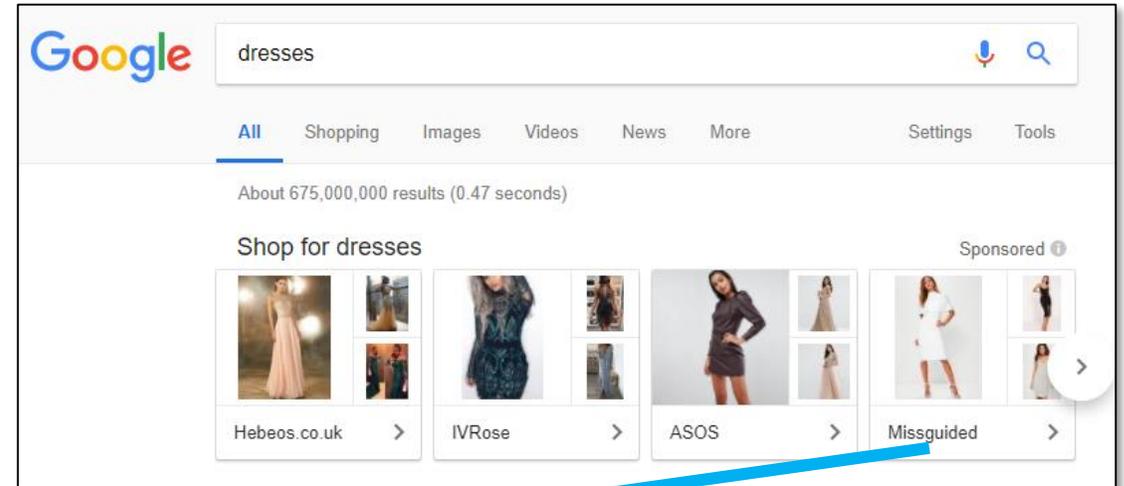
£418.00 · RLRDistribution.co.uk · By Google

▾ View all sellers and prices

Product details

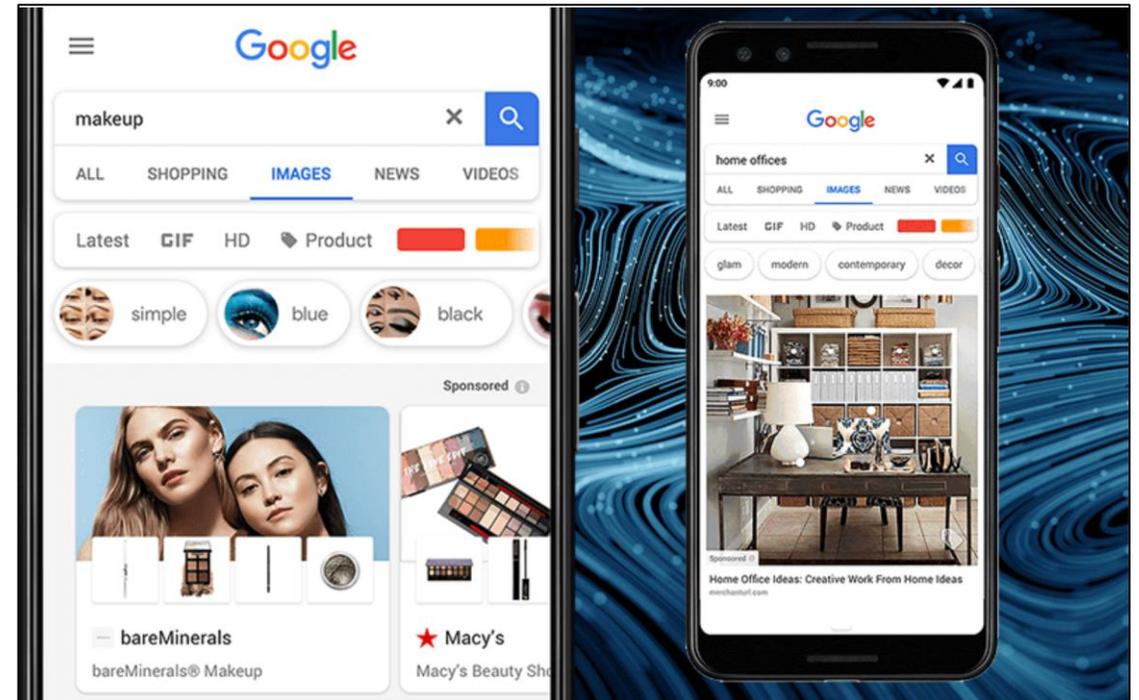
Showcase Shopping Ads

- Showcase shopping ads are a feature which allows you to group together sets of products to appear as a product catalogue for top level, generic searches such as 'men's watches'
 - The ad format does not appear for every generic search yet but is slowly being rolled out and tested by Google
- Showcase ads can appear on both desktop and mobile devices
 - Due to the generic aspect of the searches they tend to have higher frequency on mobile devices
- There are 2 different formats currently for the expanded product catalogue
 - With a brand banner & description
 - Delivery & returns information



Shoppable image ads

- Google has announced new Shoppable image ads to compete with Instagram and Pinterest



Thank You

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A10-Marketing-Framework](https://Anicca.co.uk/A10-Marketing-Framework)

