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Google Shopping Ads

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A bit about Ann

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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)

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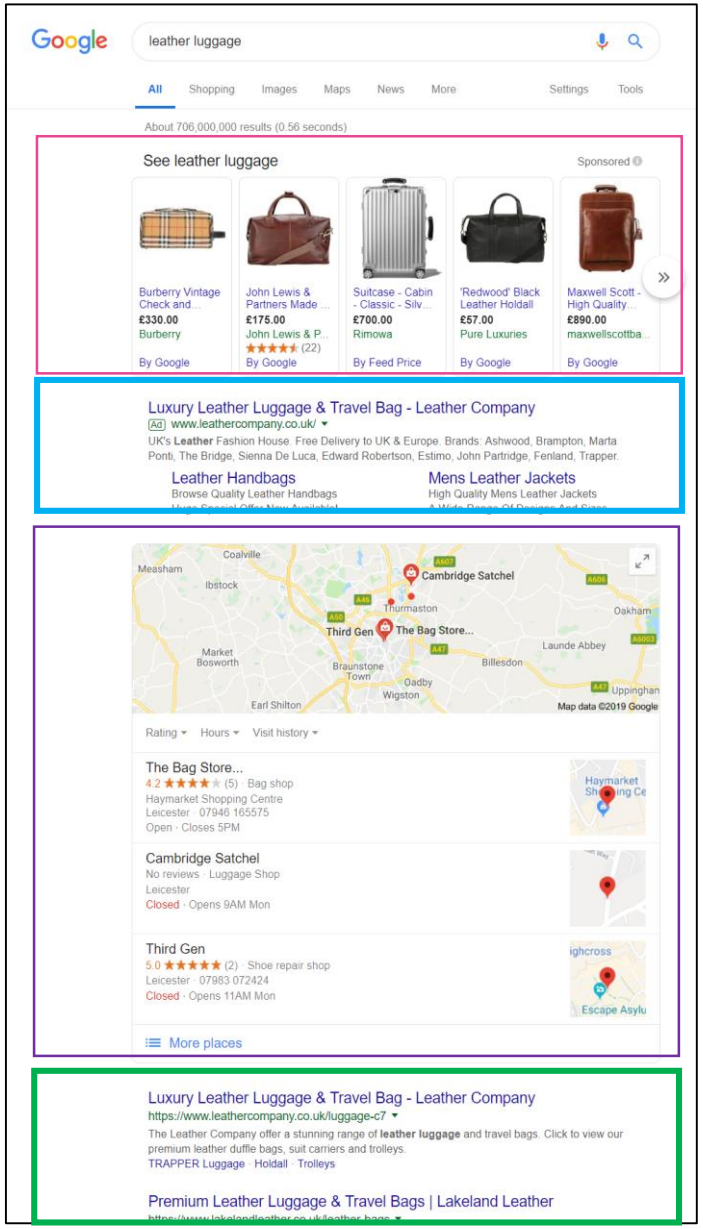

Paid Shopping Ads

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

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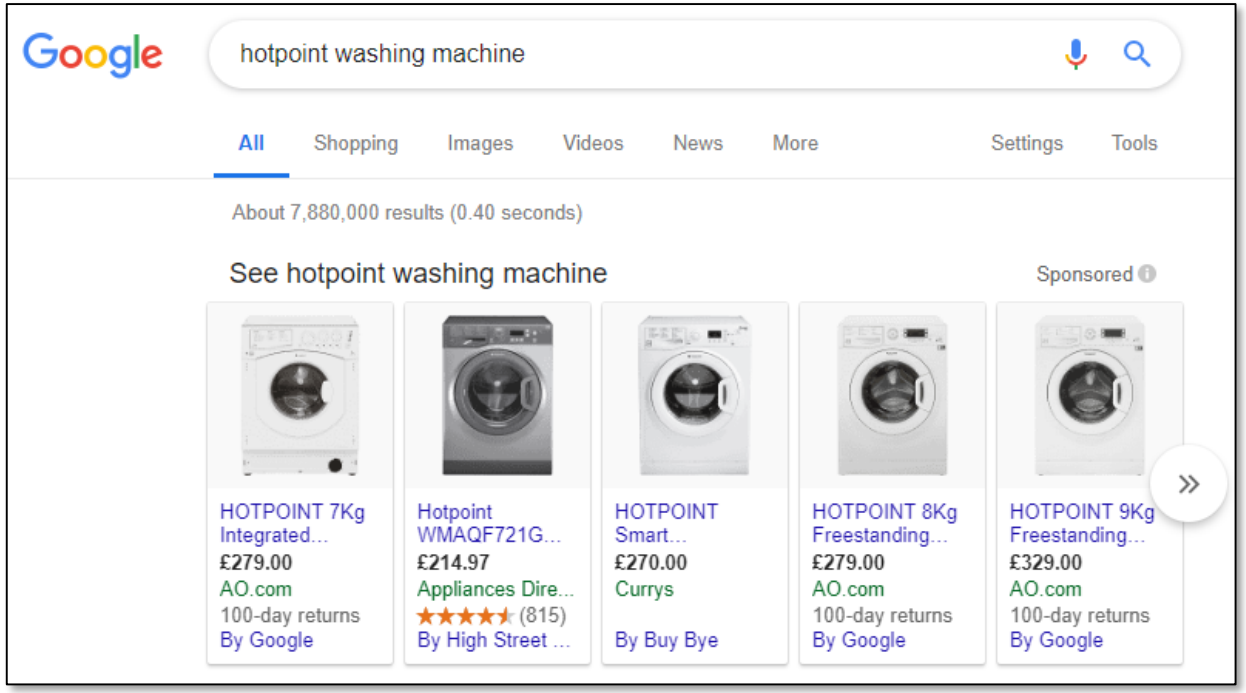


By Google – Shopping Ads set-up through your Google Ads account

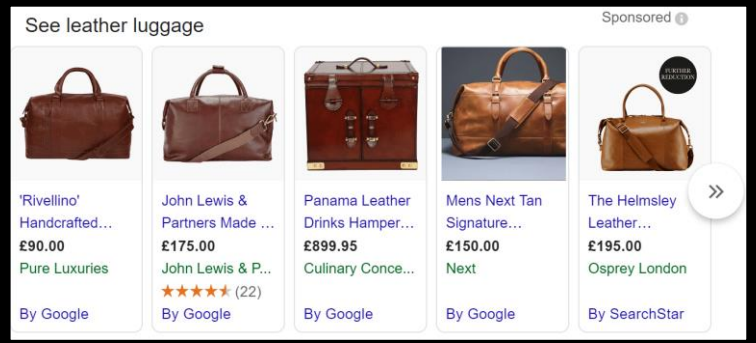
By XXXX – Shopping Ads via a CSS partner, benefits from 20% discounted CPC (EU only)

Linking accounts

Google Merchant Center

LINK

Google Ads



Create & Export
Product Feed
from your website

Set up Shopping Campaigns
and Ad Groups
Set Max CPC Bids

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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

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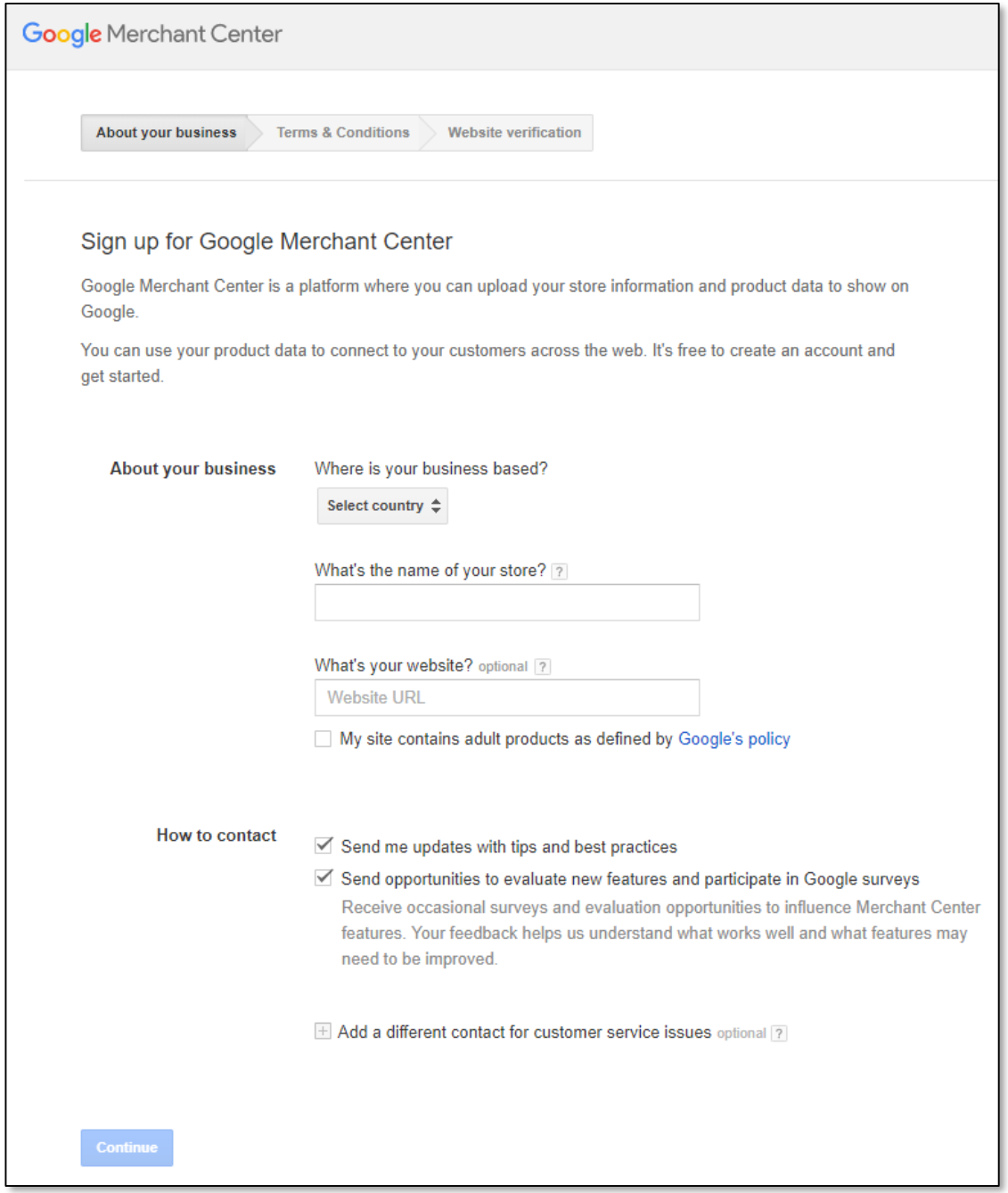

Generating Your Shopping Feed

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 is this is more manageable to review
- Depending on how your feed was generated you will add in the XML link or the feed software will connect the feed via API

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

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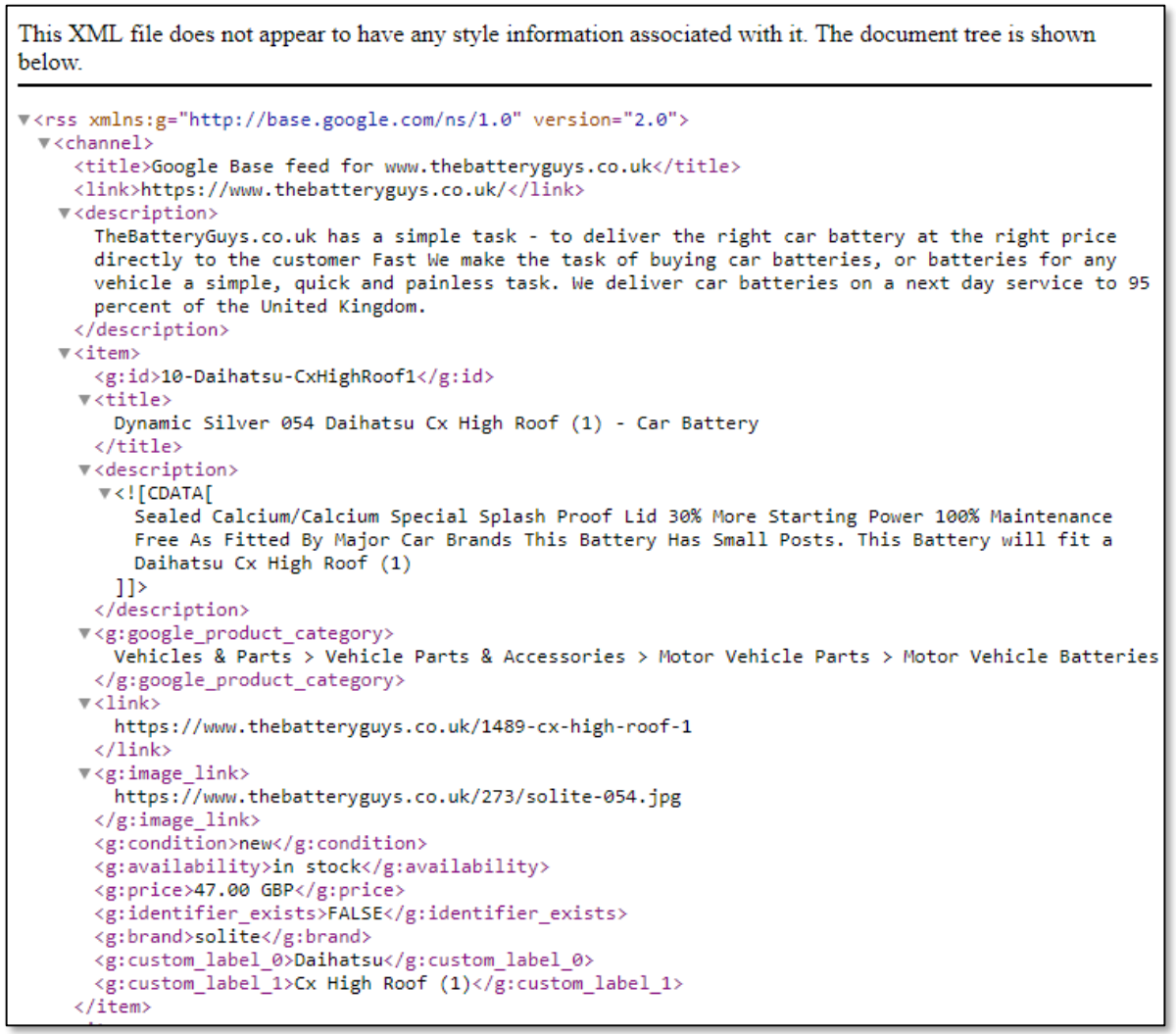

This XML file does not appear to have any style information associated with it. The document tree is shown below.


```
▼<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>
```

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.u	55	Adida:	New	https://www.exampl	2132538	womens > clothing > sweatshirt	red	l	female
23655	Adidas black sport sweatshirt	Stay casual in this stylish	Clothing & Accessories > Clothin	https://www.example.co.u	55	Adida:	New	https://www.exampl	2152368	womens > clothing > sweatshirt	black	m	female
25868	Adidas black 3 stripe track pant men	Crafted with an elasticate	Clothing & Accessories > Clothin	https://www.example.co.u	33	Adida:	New	https://www.exampl	2568568	womens > clothing > track pant	black	m	male
23659	Adidas orignals 3 strip track pant nav	Crafted with an elasticate	Clothing & Accessories > Clothin	https://www.example.co.u	33	Adida:	New	https://www.exampl	2568569	womens > clothing > track pant	navy	s	male

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https://anicca.co.uk/resources/xml-to-csv-converter/

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

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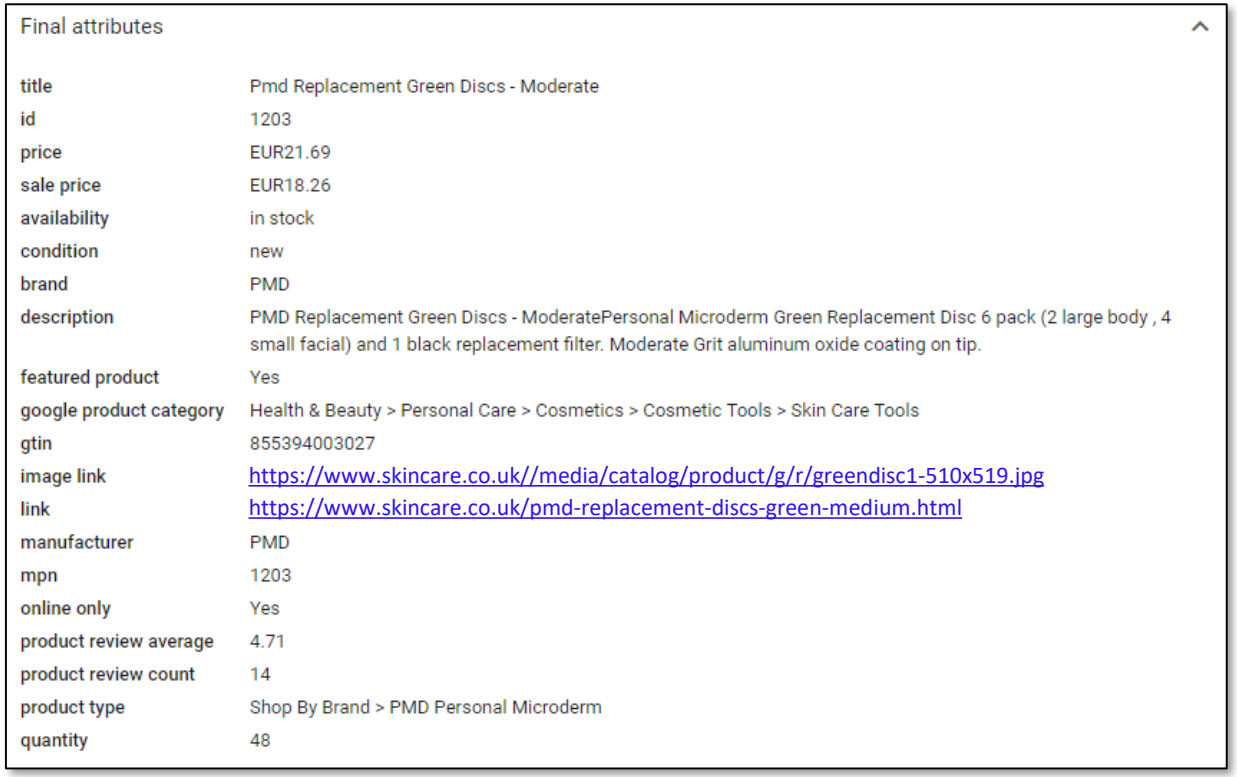

Final attributes

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

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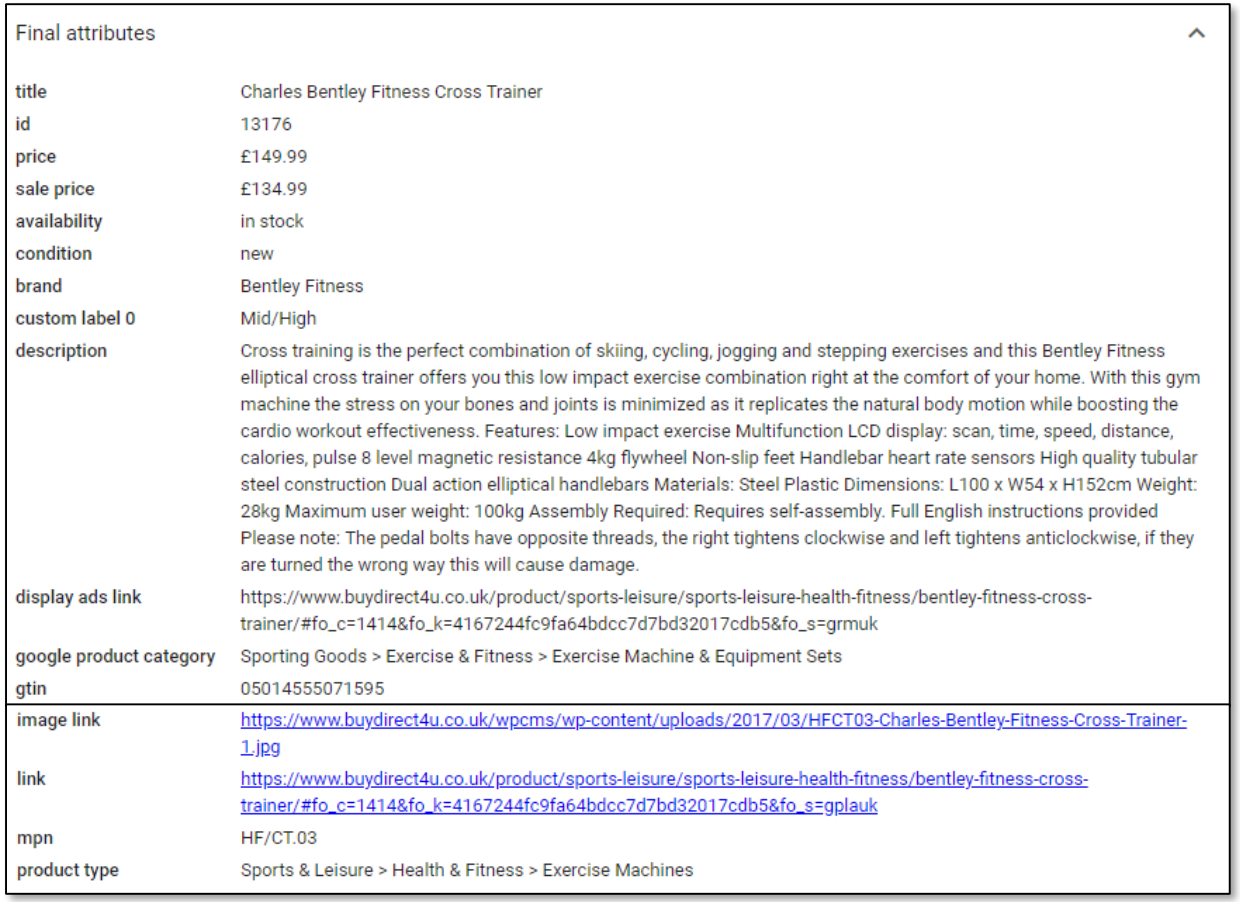


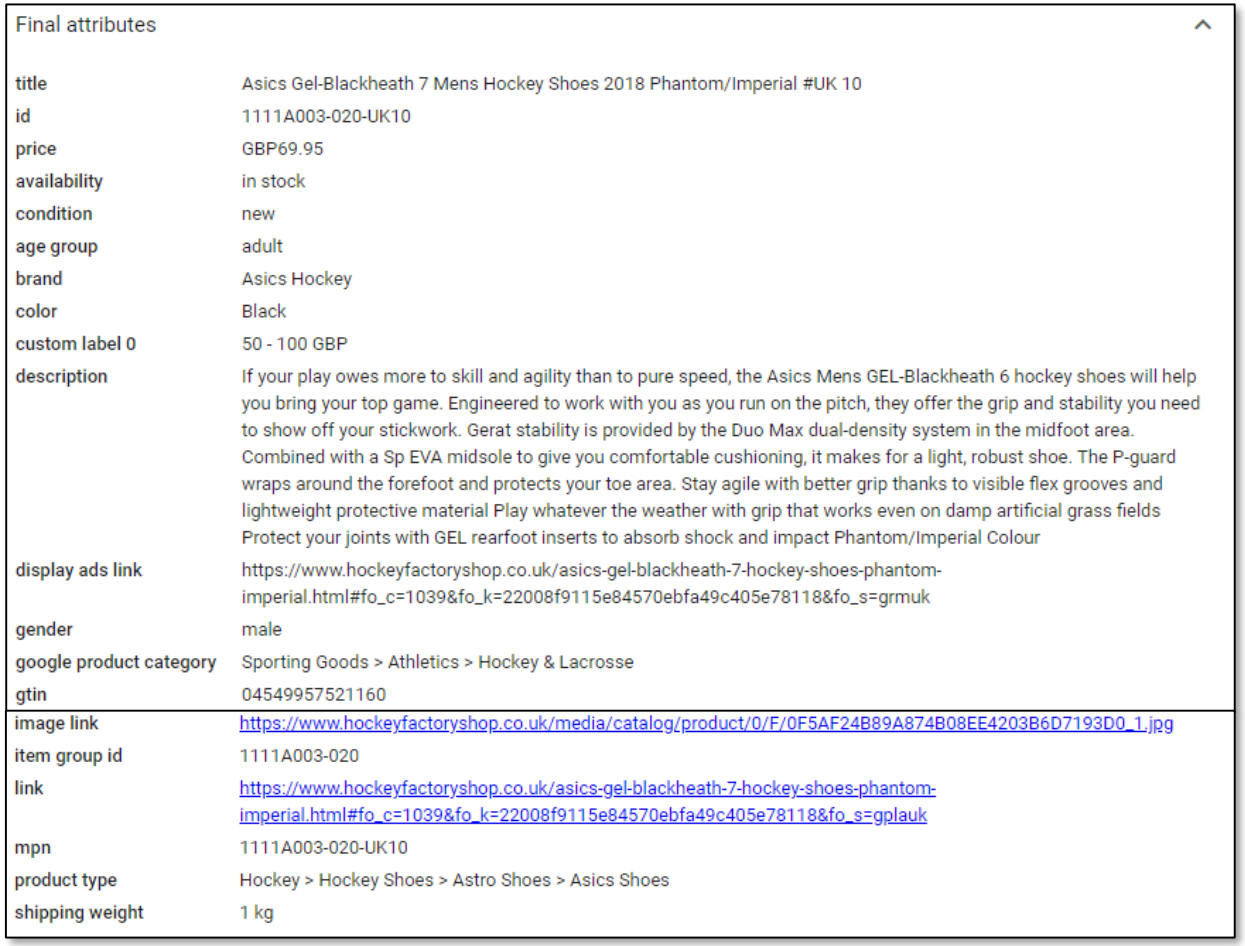
Final attributes

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/wpcms/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



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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

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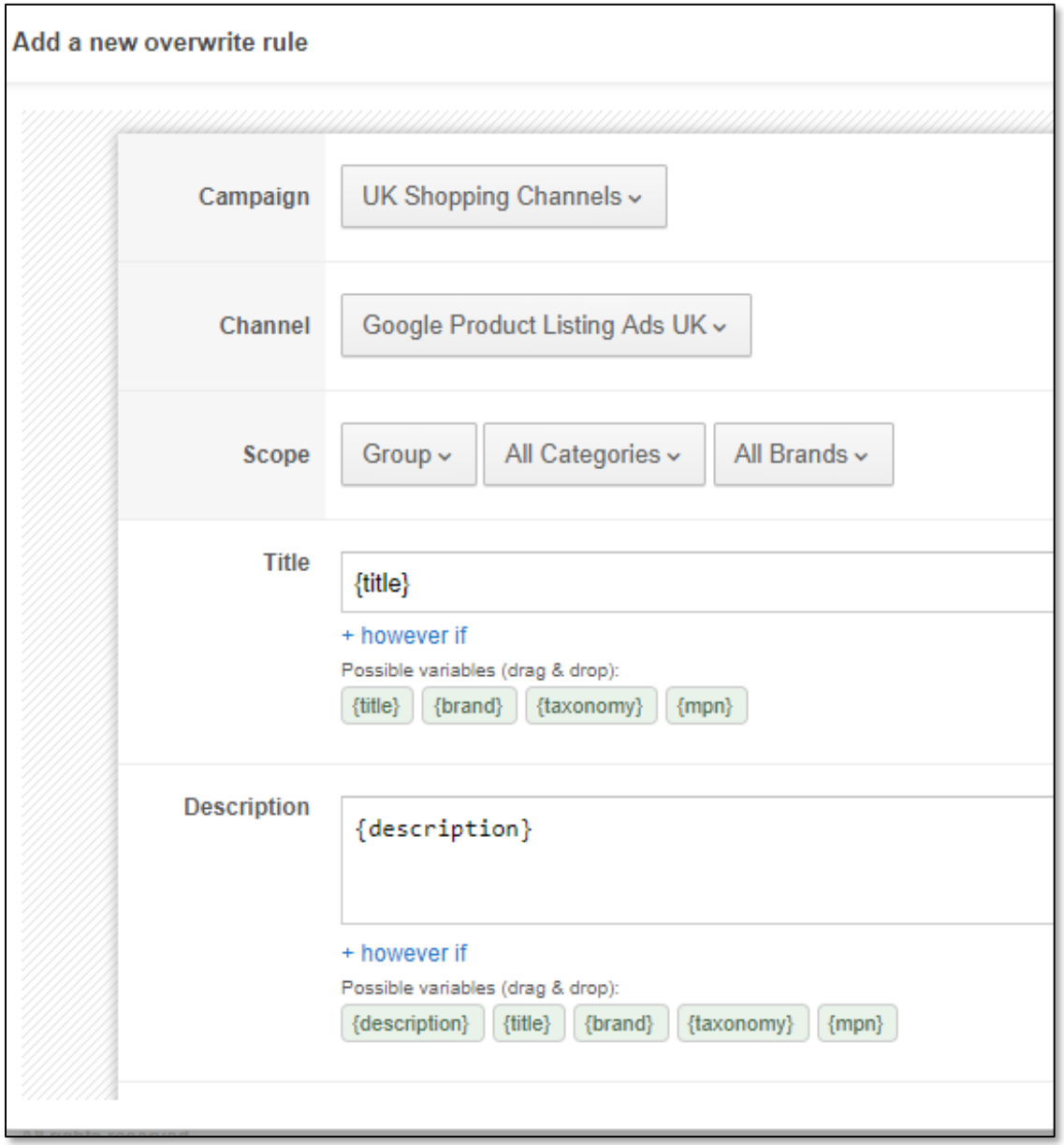

Shopping Ads Hierarchy

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)	Sear IS (b
igns			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

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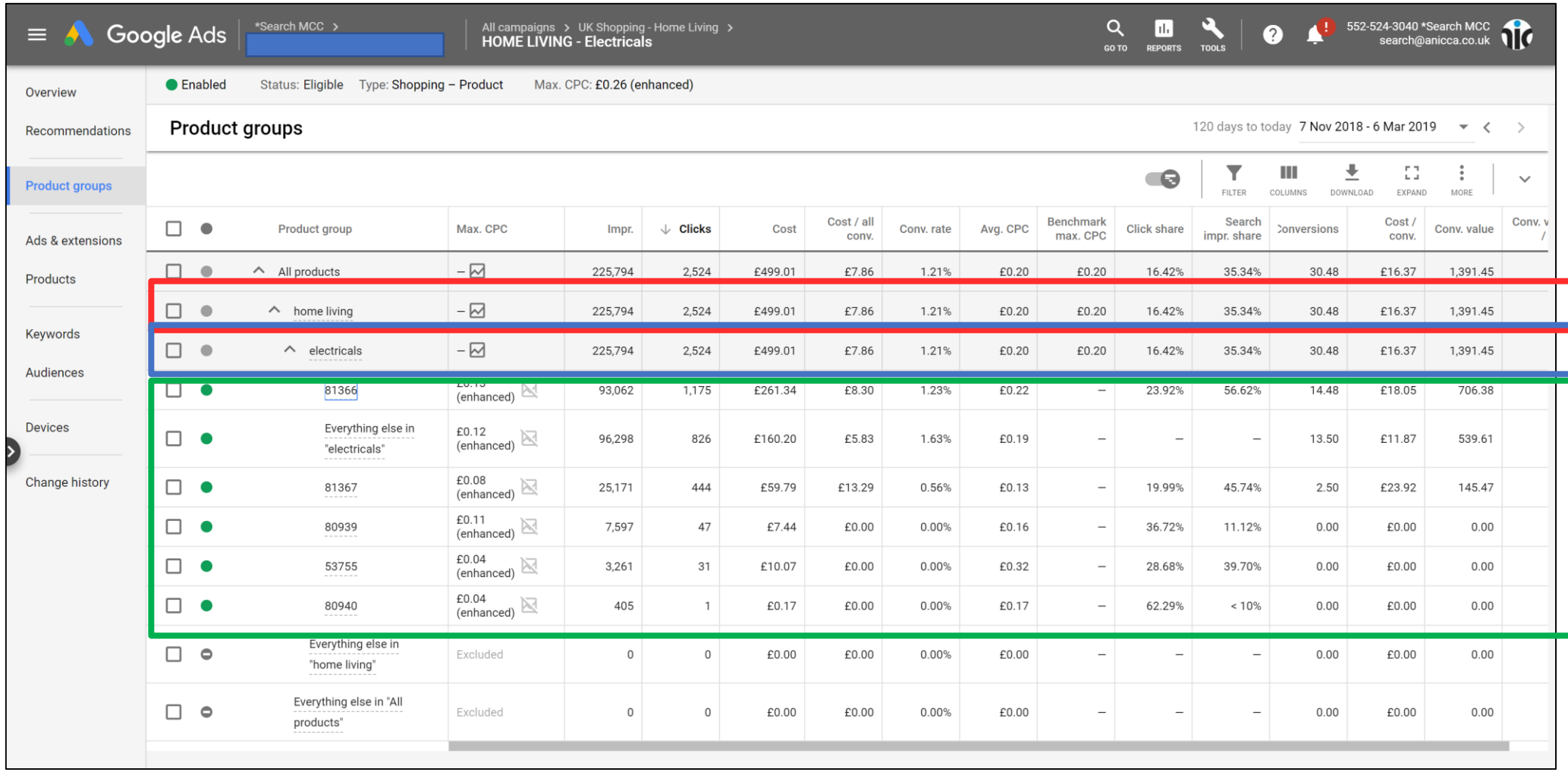
Examples of ad group structure

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



Category

Product Type

Item ID

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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 ads 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

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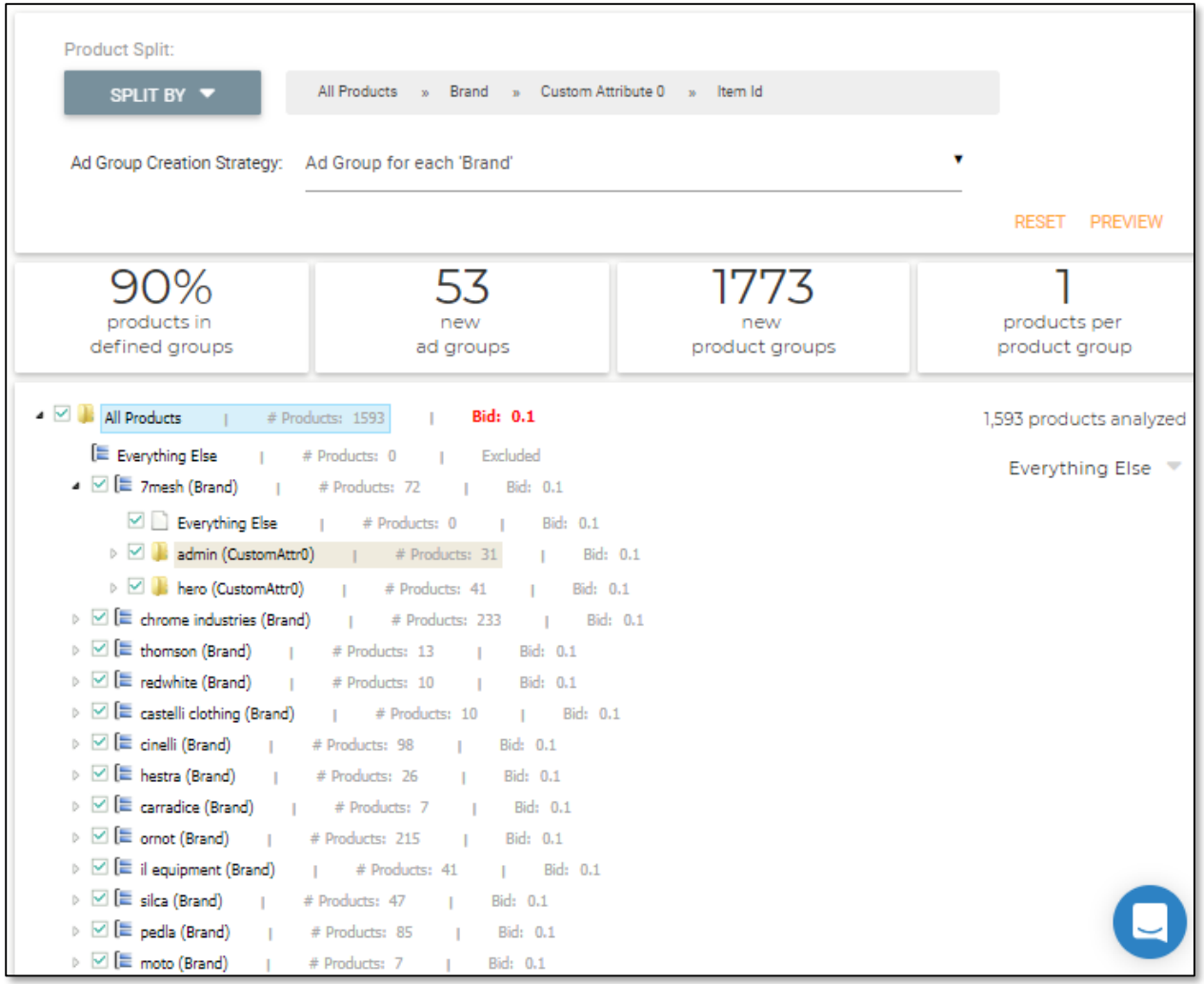
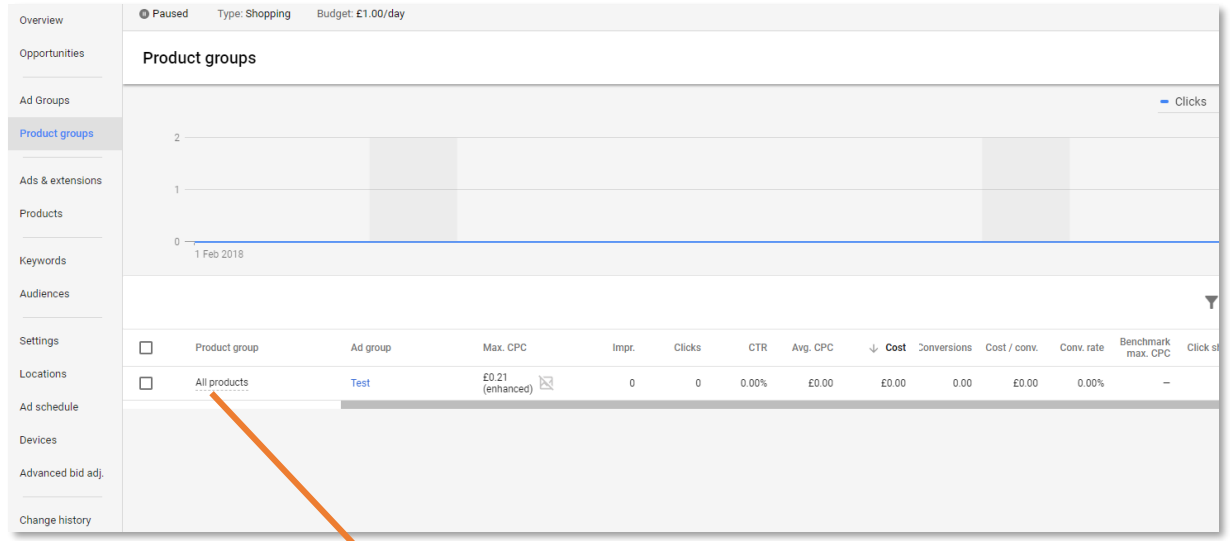
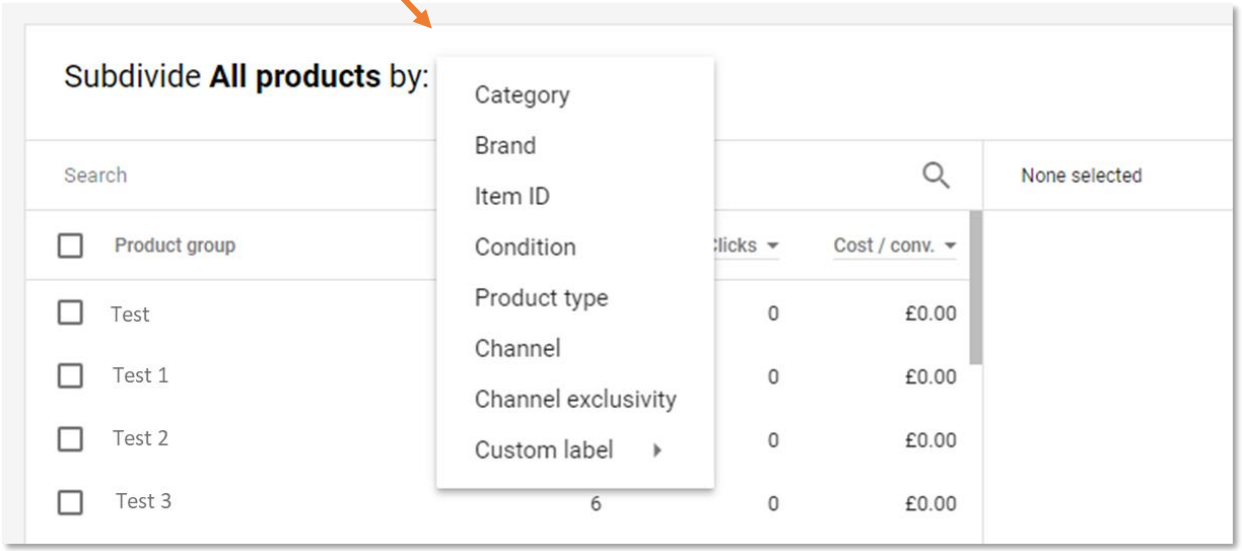
Using Optymzr to create Shopping hierarchy



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





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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

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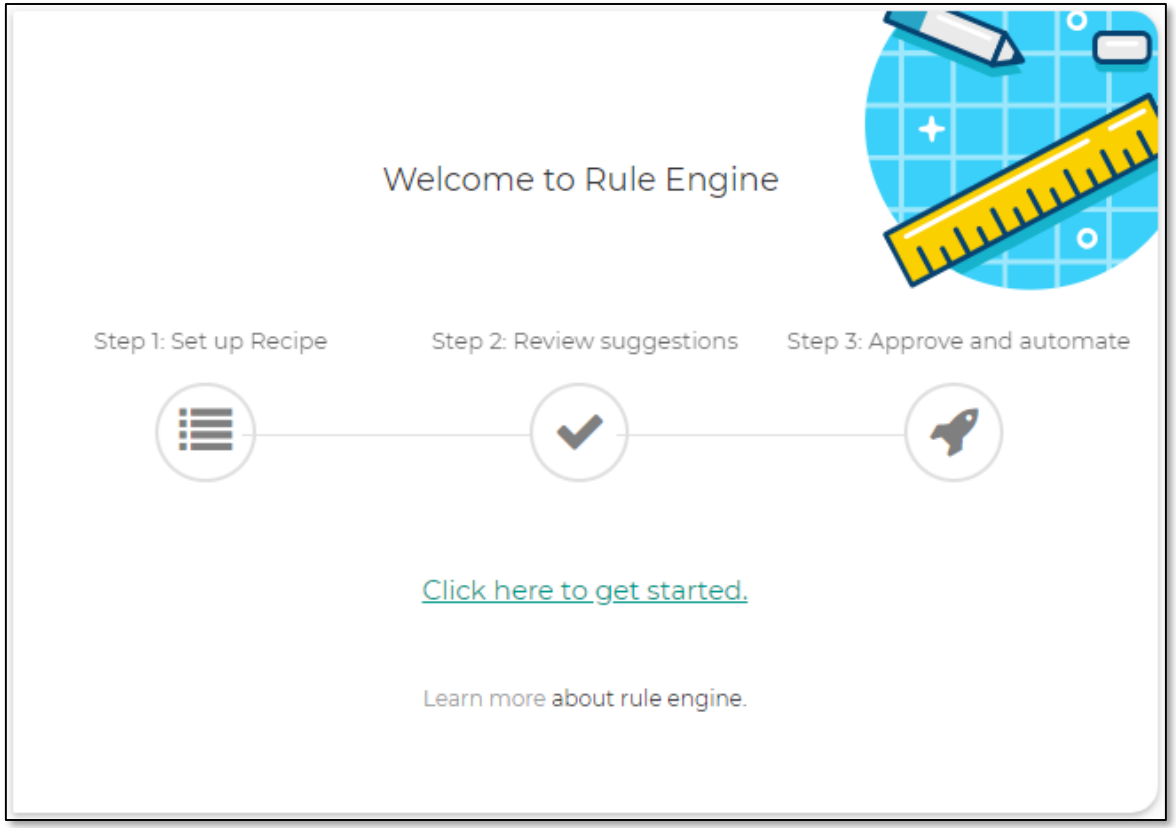

Setting Your Bids

- 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

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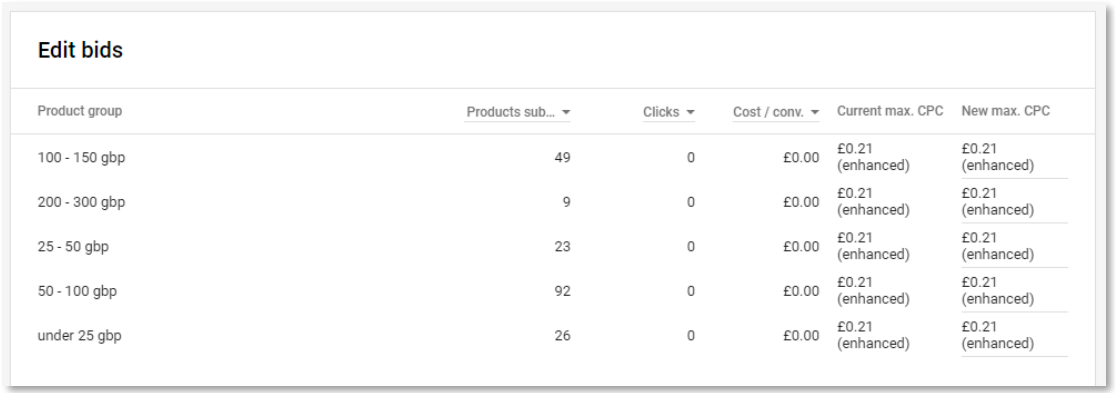
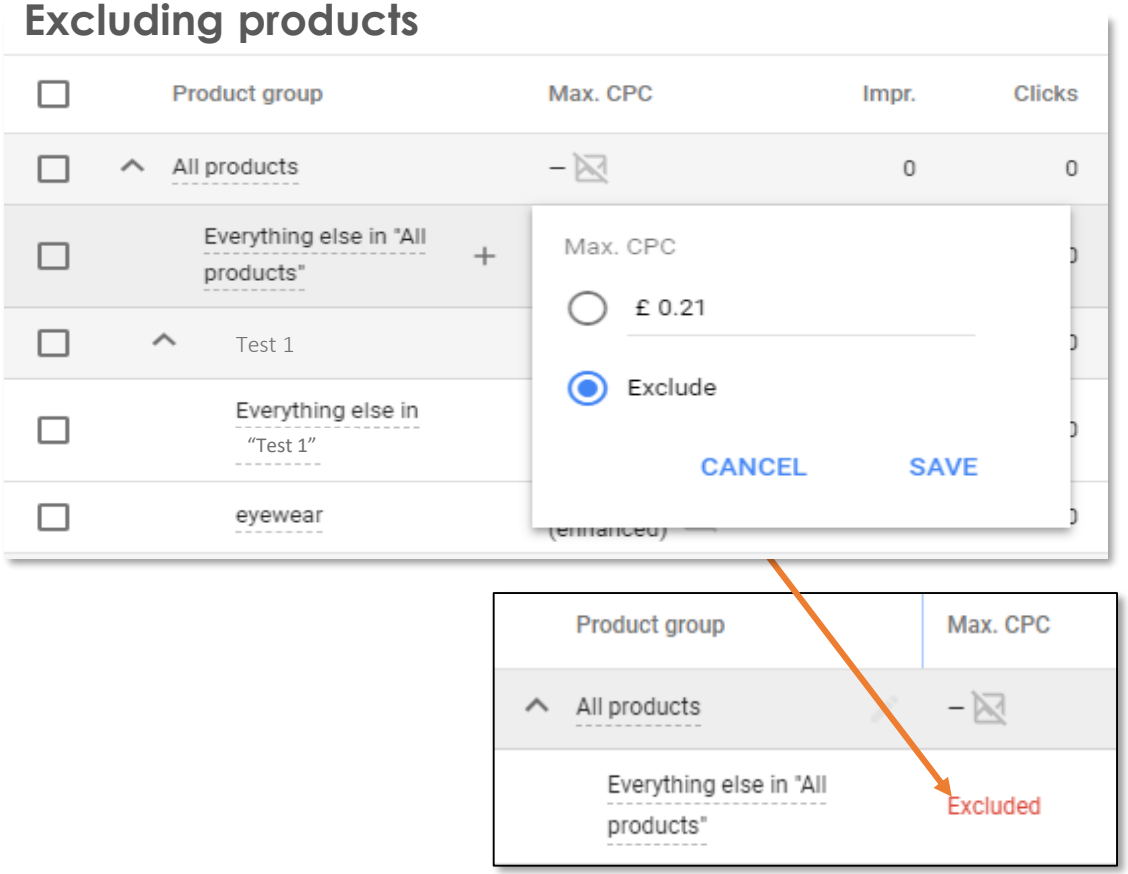
Adjusting bids per attribute



Excluding products



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%

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Sculpting for generic vs brand – performance examples

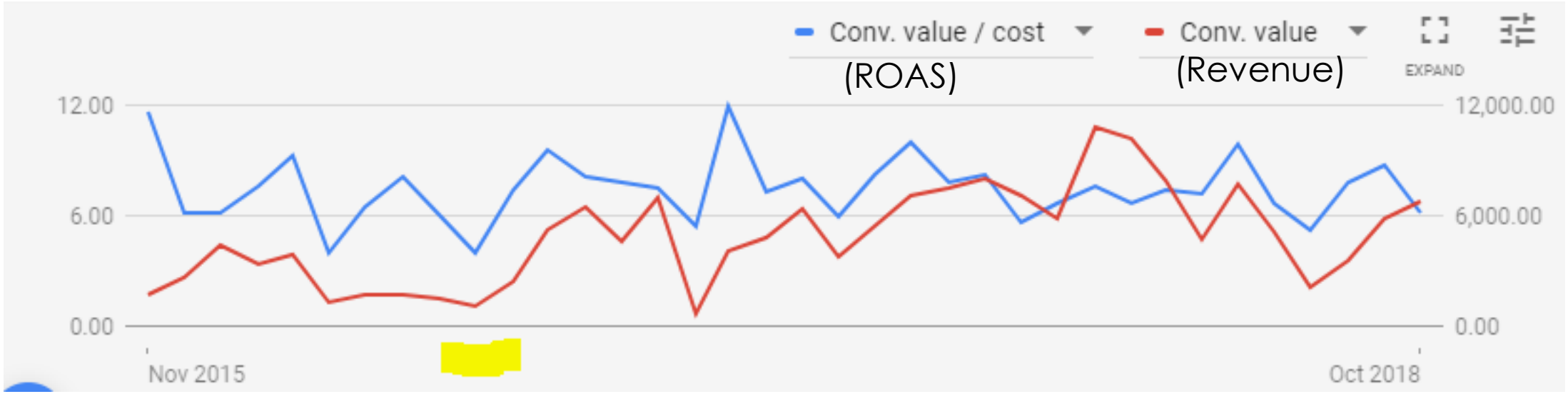
Brand Vs. Generic Split – Example 1 – Sportswear

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

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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

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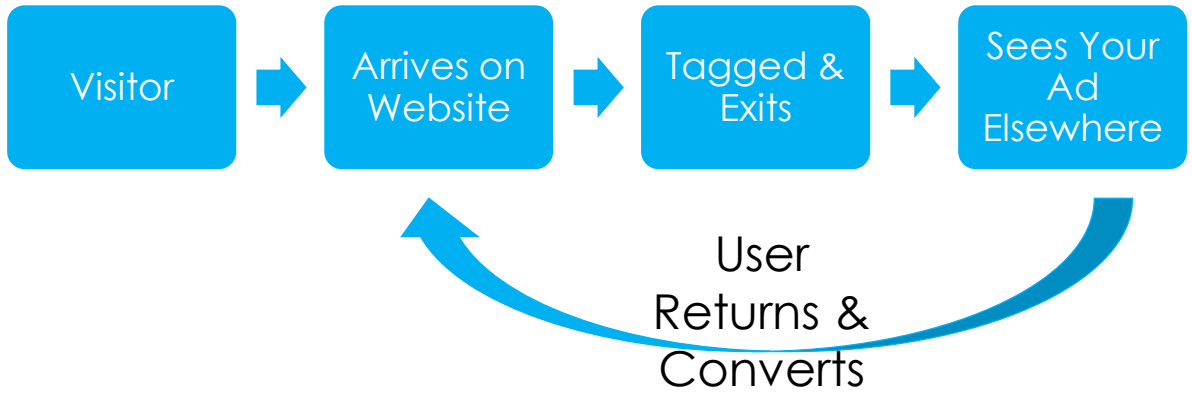
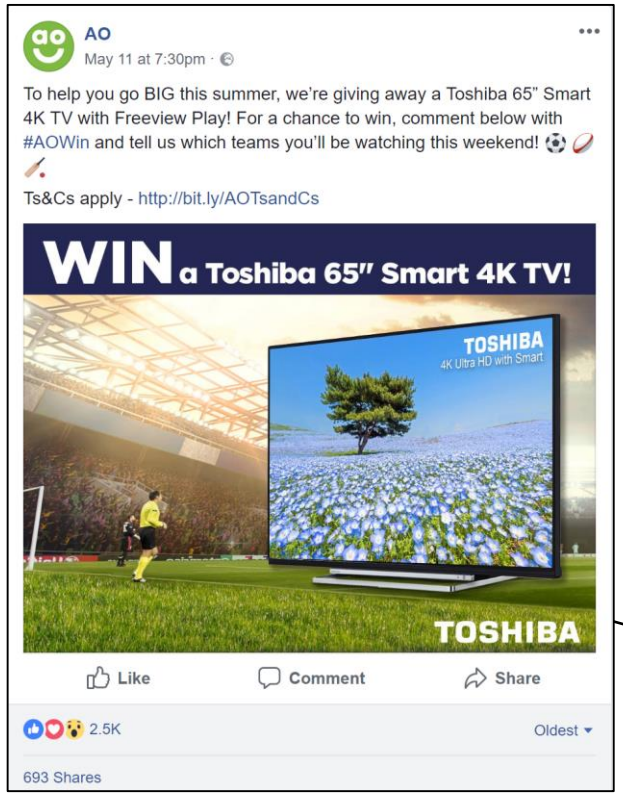
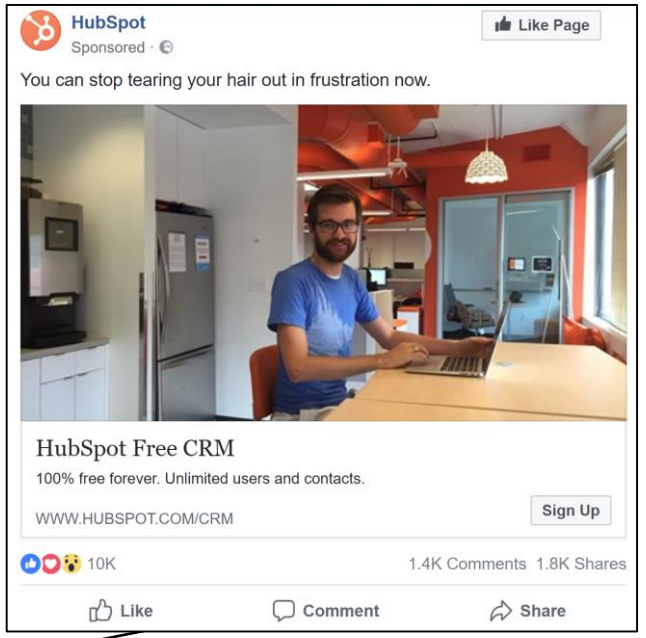


Use “honeypots” to get visitors to your site at a low cost – so you can create a remarketing audience in Analytics





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

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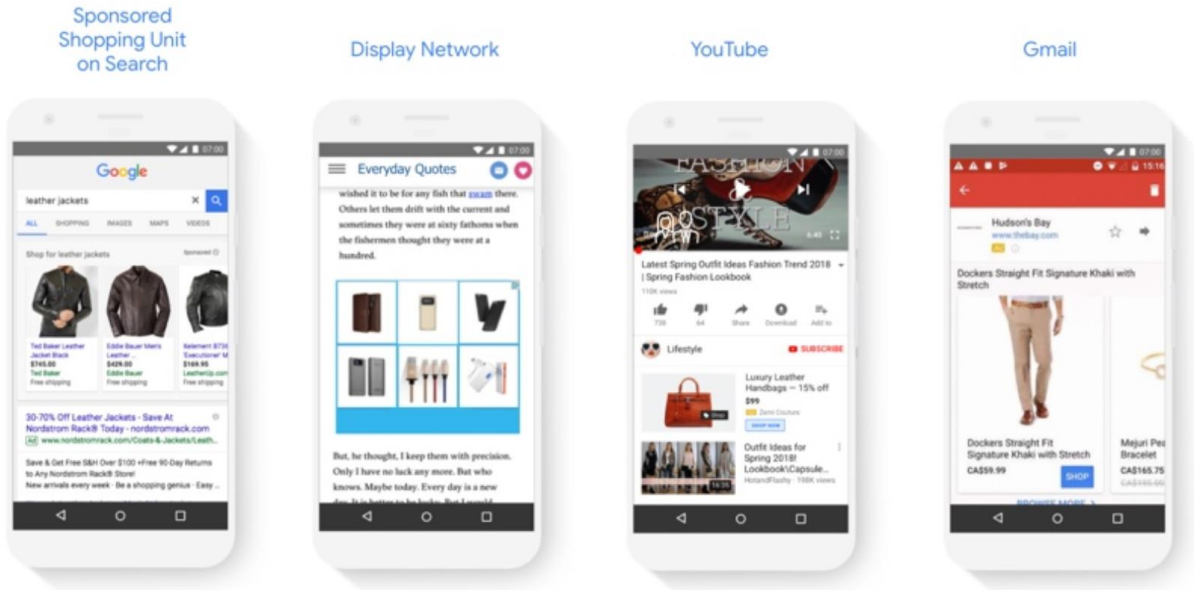
Smart Shopping ads and other shopping ad formats

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 role 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



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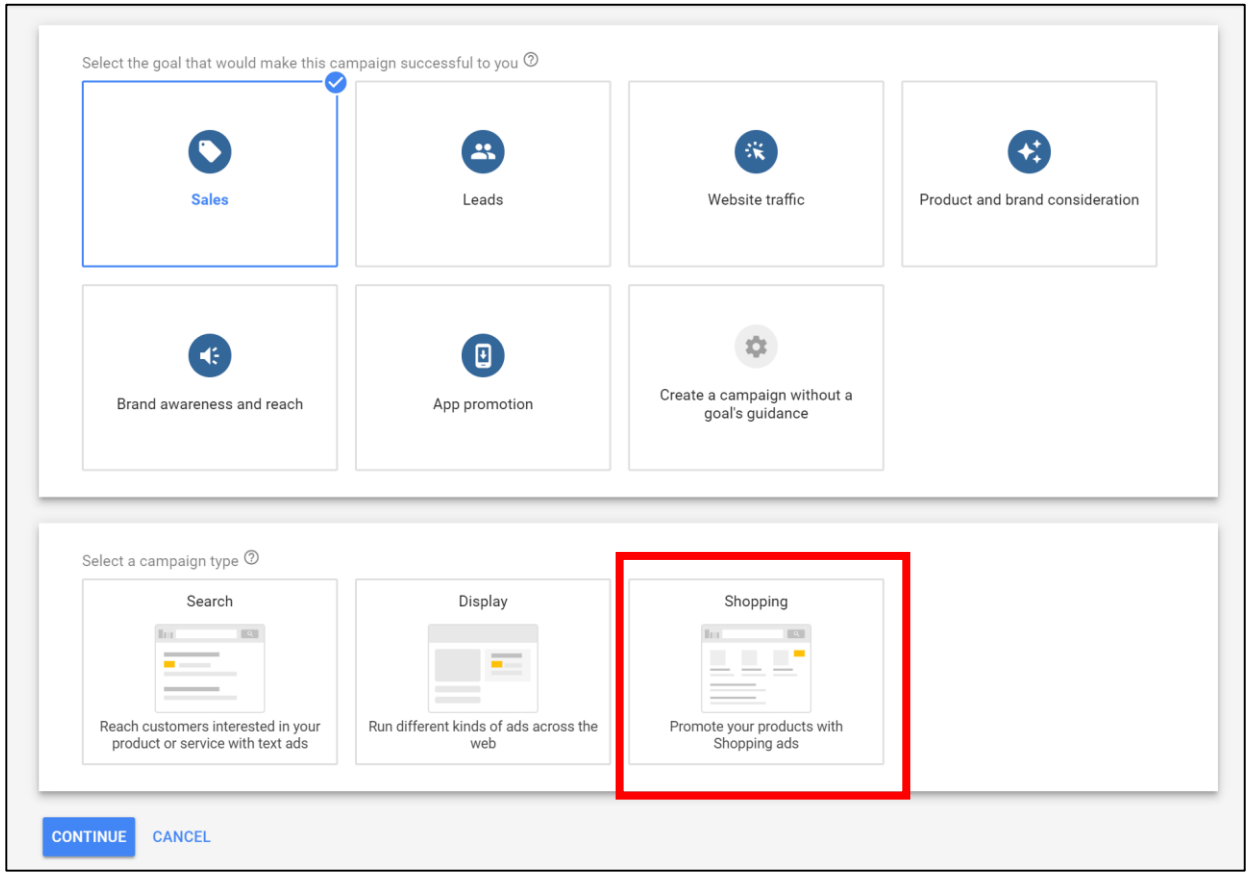
Setting up Smart Shopping Ads

- 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



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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
  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	s	Bid strategy type	Campaign Type	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost
UK_PLA | Goalkeeping	le	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	le	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

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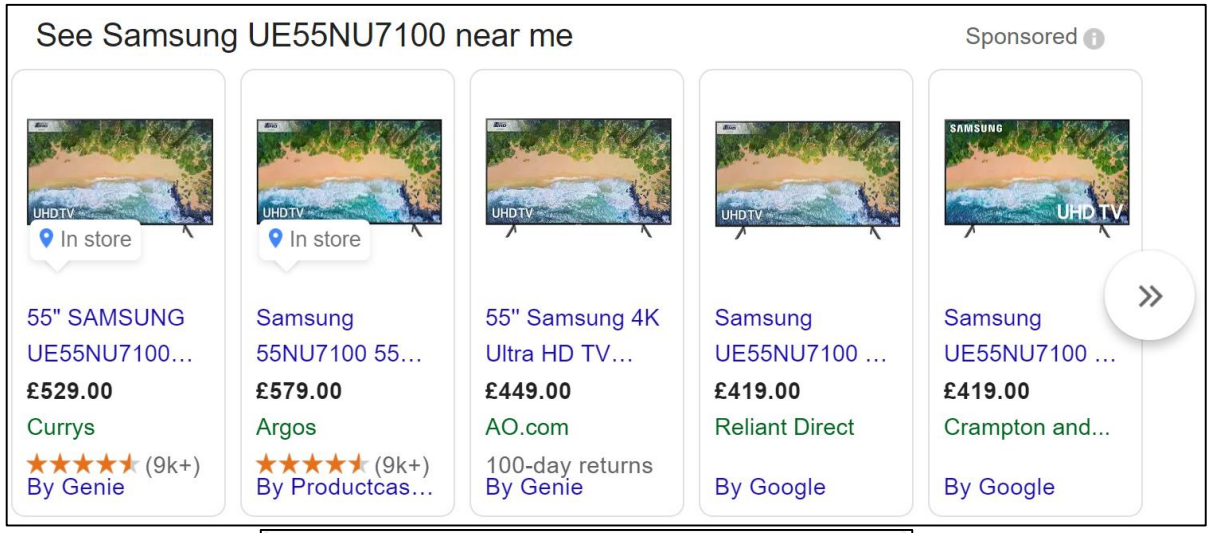
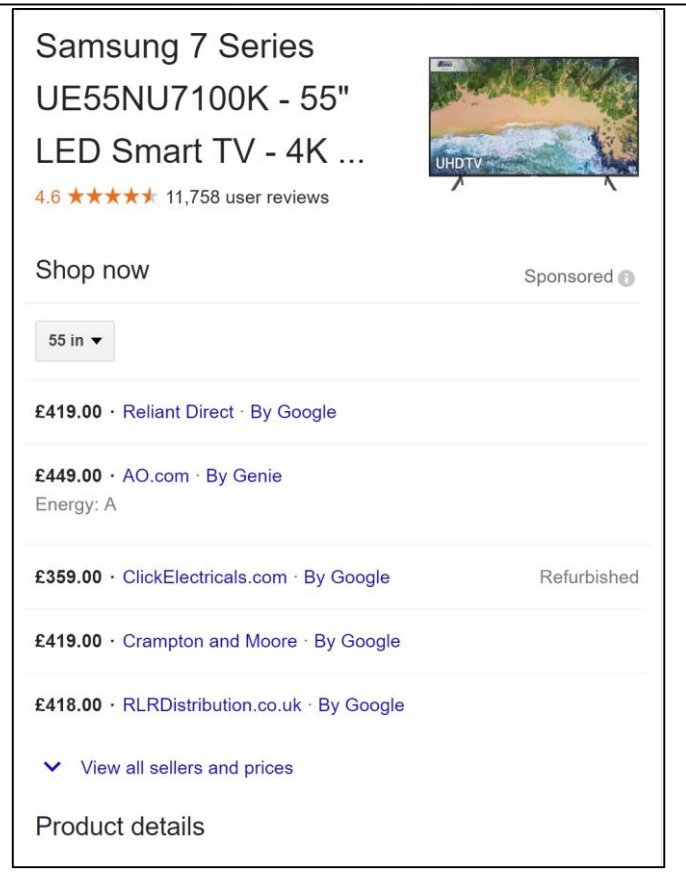
Local inventory ads

- 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





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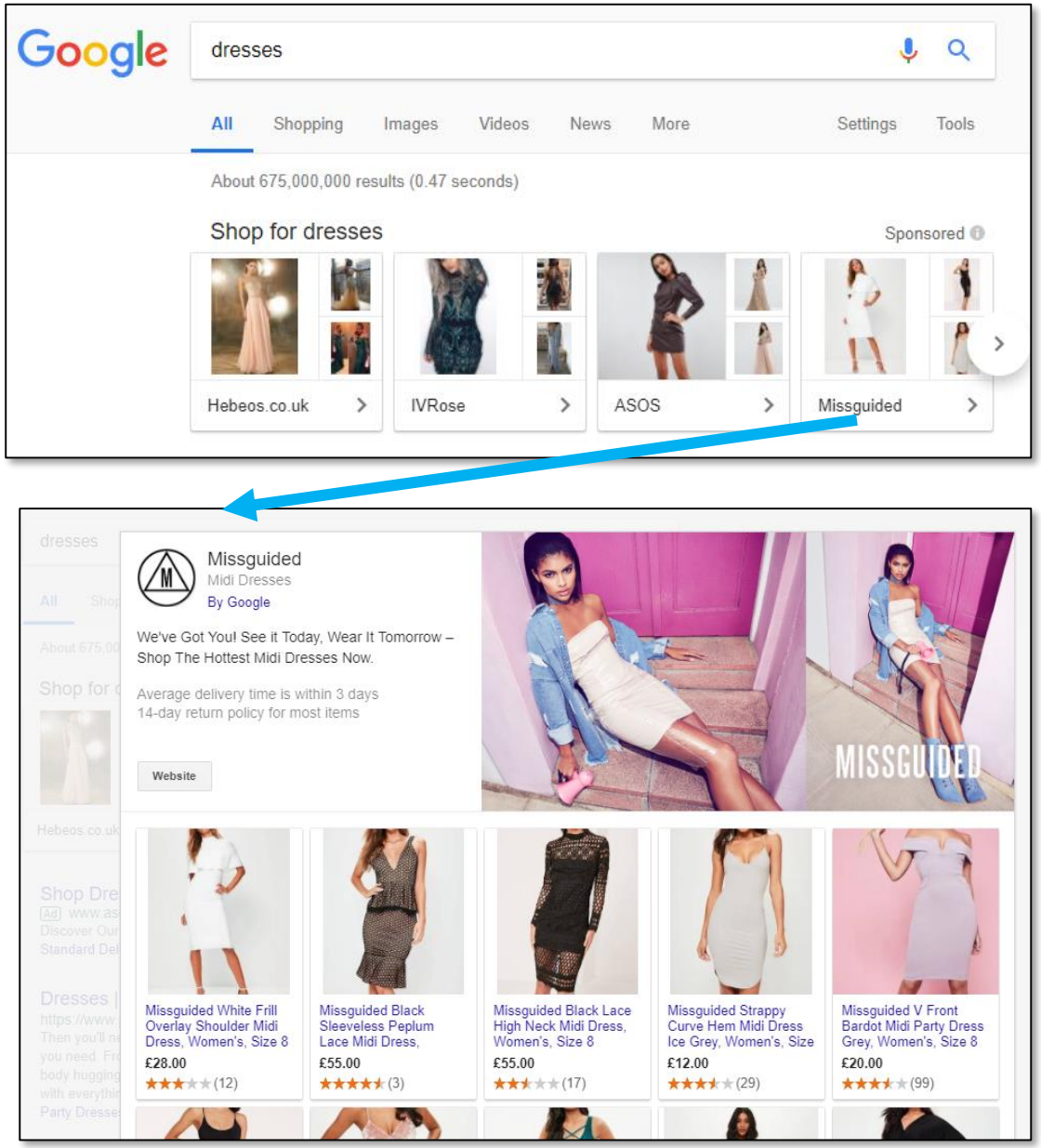
Showcase Shopping Ads

- 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 been 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



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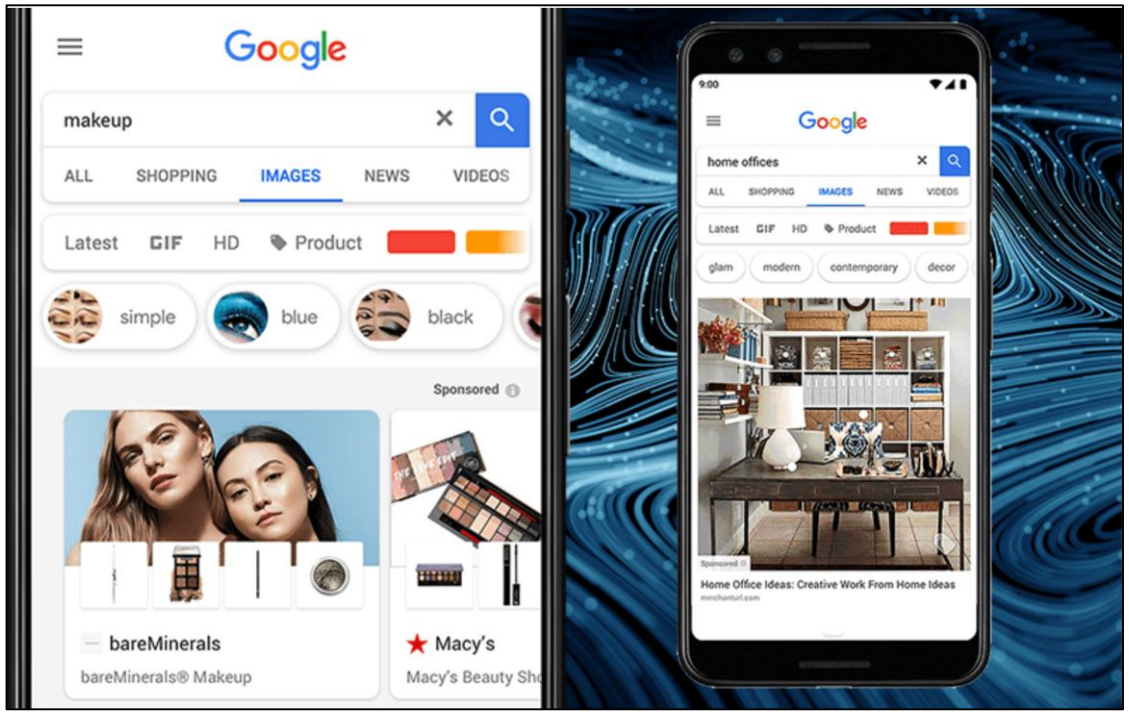
Shoppable image ads

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



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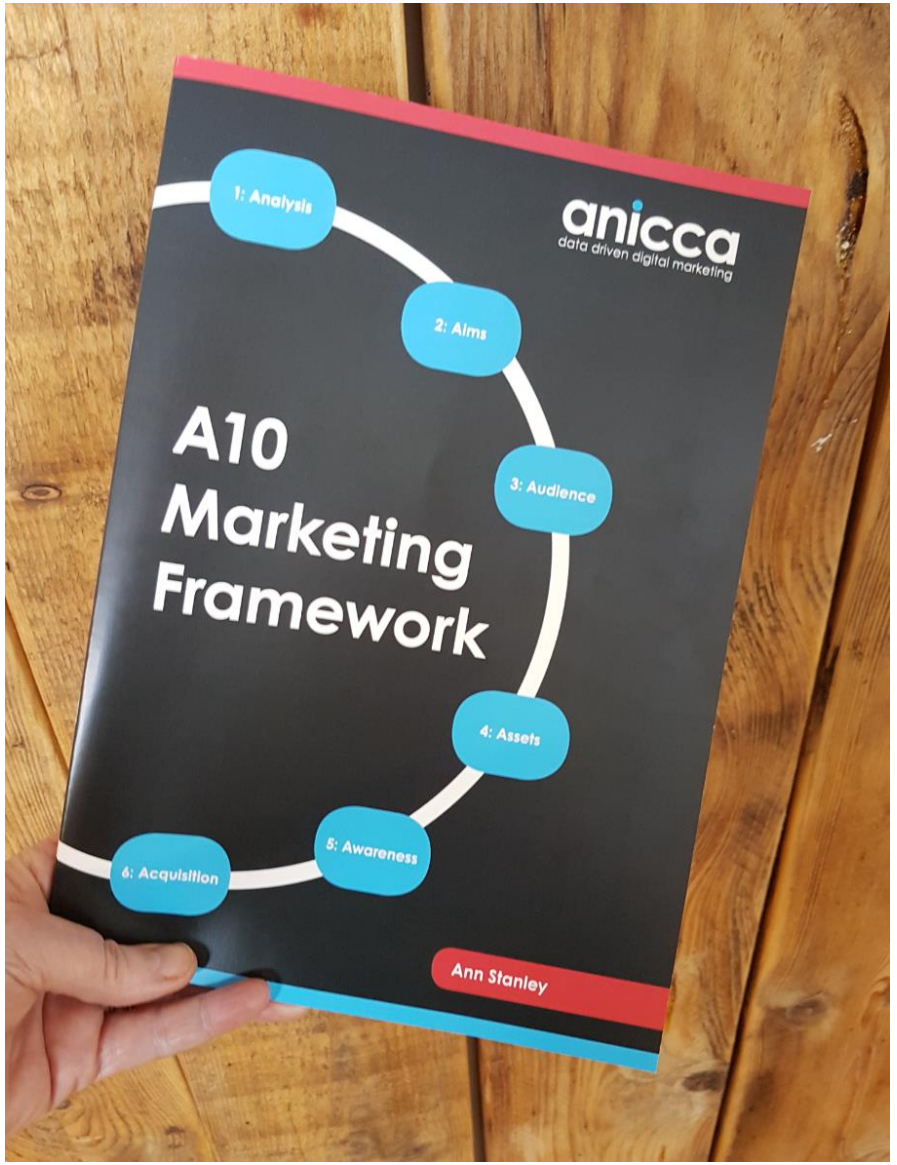
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