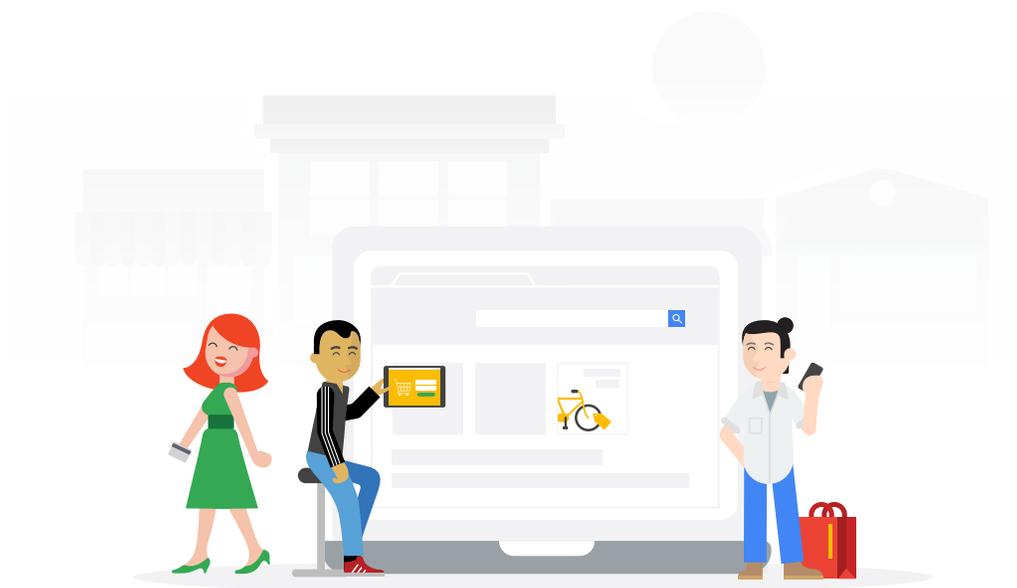


ECOMMERCE GUIDE

Google Ad Manager

Transforming shopping experiences on your eCommerce platform



Let's talk shop

Consumers today expect digital shopping experiences that feel custom built for them. And with the ability to access sites and apps across a variety of devices, their expectations are higher than ever before. By using advertising technology platforms like Google Ad Manager to power ad delivery and product promotion across their sites and apps, retailers have an exciting opportunity to connect with shoppers throughout their journey, drive action with frictionless experiences, and ultimately accelerate their revenues.

Advertising technology offers powerful tools that can adapt to the needs of customers, retailers, and brands. In a recent study, Gartner predicted that by 2020, tools that help deliver more customized site experiences will help digital businesses increase profits by as much as 15 percent. That's because retailers who put the right products in front of the right customers at the right times drive more traffic, conversions, and sales volumes.

A relevant and timely digital marketing strategy can also help retailers collaborate more seamlessly with partner brands and manufacturers. Now, retailers can understand the whole customer journey, from beginning to end — and they have the insights to help more site visits end with a purchase.

Google Ad Manager offers a fresh take on eCommerce that ensures your promotions are delivered to shoppers during moments that matter. In addition to serving and measuring promotional campaigns, the platform also allows you to develop custom audience segments based on insights shared from multiple sources and platforms. This enables you to drive action by engaging with customers and partner brands more intelligently.

Drive action and grow revenue

Using Google Ad Manager for eCommerce allows you to fold advertising technology into your overall revenue strategy in a seamless way. Helping you deliver the best shopping experiences for your visitors and the best opportunities for your brand in a myriad of meaningful ways:



Engage loyal customers

Ad Manager helps you serve relevant promotions to customers who have made past purchases. For instance, you can offer a promotion to those who have spent >\$100 in the past.



Customize based on preferences

Do you have users who haven't made a purchase but have indicated preferences? Show them products that match up with their preferences.



Acquire high value customers

Reach shoppers who have started but not completed the purchase process, or adapt your marketing strategy based on user segments.



Increase relevance

Monetize the same placement multiple times, ensuring the audience most likely to convert views the right promotion, while other users see a promotion more relevant to them.

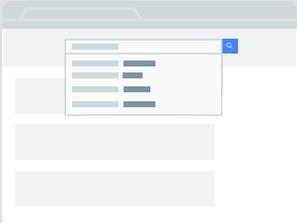
“Our mission is to empower retailers with innovative monetization solutions that improve the user experience and drive product sales.”

Jon Schick, Director Commerce Partnerships, Google Ad Manager

Ad Manager helps you make discoverable, engaging content a valuable part of the shopping experience. With advertising that is customized to the needs of your visitors, the appeal of your site increases – along with a customer's chance of returning and making more purchases.

Connect with audience insights

Google Ad Manager can help you align unique audience segments with promotions that are relevant to them, providing a more rewarding customer experience. Here are a few examples of how you can use the platform to segment and plan your inventory:



Organize audiences across your sites and apps by **topical interest**.



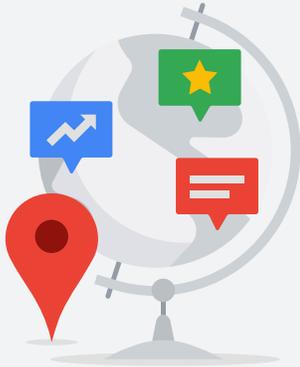
Organize inventory by **device type, browser, or operating system**. You can even use browser language. Want to reach only Spanish-speaking Safari users? No hay problema.



Use delivery tools to manage segment **delivery speed, frequency caps, and day and time segmenting** (dayparting) to maximize ROI. Be surgical and precise.



Use **key-values** such as search keywords to create audience segments that you and your advertiser partners are looking to reach.



Segment your inventory based on **countries, regions, U.S. metro areas, U.K. TV regions, cities, and postal codes**. Or specify places to exclude.

You can also pull in insights from first-party data, as well as insights gathered from [Analytics 360](#) and [Display & Video 360](#). Then, you can build Ad Manager segments from these insights and activate them within tailored campaigns. Here are some signals advanced retailers are using to boost their campaign and revenue performance:

- › Signals like **consumer habits, interests, and conversion history** can help determine certain products and brands that shoppers may prefer.
- › Shoppers' **activity history, product and/or brand affinity** on your site can help you personalize experiences by delivering on-the-fly creatives that incorporate relevant products and promotions.

Advanced product integrations like these can help marketers move past siloed insights and legacy systems. By connecting Ad Manager with Google Cloud products like [BigQuery](#) and Google Marketing Platform products like [Data Studio](#) in an integrated development environment, you can get a full view of the customer experience and create customized campaigns that feel more personal for customers.



Earn more brand dollars

Programmatic advertising offers a way for retailers to accelerate their revenue. In May 2018, Gartner's L2 market research group suggested that \$55 billion in traditional shopper marketing purchases will shift from traditional retail trade marketing to online promotions.

Retailers are increasingly selling digital ad space to brands to promote their products to the right audiences. As a result, retailers are generating new revenue streams as customers look to deepen their product knowledge, and brands are driving key insights through robust reporting options.

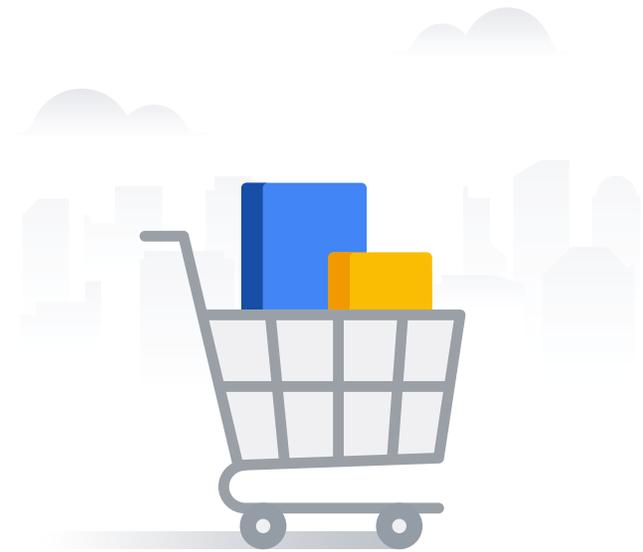
Connect with your partner brands in more meaningful ways:



Using Programmatic Direct deals on Google Ad Manager, you can continue to build on your relationships with brands. This makes it easier for you to capture shoppers' attention with compelling marketing placements that flex to any device.

Programmatic Guaranteed on Ad Manager allows you to automate the direct reservation process granting brands easier access to your premium inventory.

Customized content — including promotions — also bring more to the customer experience. Ad Manager helps you access millions of brands with advanced selection processes. Combining these advertising options with your own custom content strategies can help provide more seamless and compelling content experiences for visitors.



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It's in the bag

Use Ad Manager to do more with audience insights, engage users, maximize revenue, and build partnerships that transform your onsite experience. No matter a team's size or strategy, leveraging all of the capabilities of Ad Manager is a smart investment for long-term success.

Visit our [website](#) for more information and resources on Google Ad Manager's eCommerce solutions. And contact us [here](#) to speak with a Google Ad Manager representative today.