




# PAIR SHOPPERS WITH PRODUCTS THEY CARE ABOUT USING GOOGLE'S PRODUCT RECOMMENDATION ENGINE FOR DYNAMIC ADS

In an ideal world, every ad you see would match the products and offers that you're interested in buying at that particular moment. Dynamic remarketing helps you do just that by delivering tailored creative on-the-fly that incorporates the products, messages and offers based on your customers' experience on your site. The product recommendation engine determines the combination of products shown in your dynamic ad that is most likely to interest your customer by factoring what products they viewed on your site, their purchase history as well as related products and top performing products.

For example, if a person is shopping for running shoes, the product recommendation engine may populate the ad with items such as other top selling running shoes, running shorts, sports watches and headphones.



## Recommendation Engine Key Features

-  **TAILORED:** Incorporates the mix of products in your dynamic ad that resonates best with that particular customer who has visited your site
-  **PERFORMANCE:** Ups your chances for conversions by optimizing the combination of products that shows up in your ad based on what your customers are most likely to purchase
-  **REAL-TIME:** Composes these ads on the fly and delivers them to customers as they are in the moment they're most likely to purchase.

Drive more results from your dynamic remarketing campaigns with ads that include the combination of products your shoppers care most about.

## CREATIVE THAT CONVERTS

When used in combination with optimized layouts, the product recommendation engine helps create that perfectly tailored ad to your past site visitor



# How does Google's product recommendation engine drive strong performance for dynamic remarketing campaigns?

Taking dozens of signals into account when determining the best combination of products, our recommendation engine factors in:

- The **products viewed** on your site along with their value and where they were in the funnel. For example, products that were put in your shopping cart are prioritized as a recommendation
- **Related products** to the ones viewed on your site. For example, people who buy cameras also tend to buy memory cards or people who browse tents also tend to browse sleeping bags.
- **Top performing products** which are based on your best selling items as well as those most viewed or clicked on
- **Audience characteristics** including that site visitor's demographic and interests
- **Customer's frame of mind** based on the context of the page they're reading the ad on and also recency from when they last visited your site

The product recommendation engine is a key element that drives performance for your dynamic remarketing campaigns. It works in concert with the auto-optimized layout feature to deliver the best performing creative for your campaigns, while our real-time bidding determines the optimal bid to increase the chance your ad gets shown at the place and time when your customer is most likely to convert.