

#Tips: 10 Game Changers for your Shopping campaign



Having an amazing product and want to sell it to a large customer base?

If you are a retailer, you can use Shopping campaigns to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads. Check out our [#Tips: 10 Game Changers for your Shopping campaigns](#).

- Include negative keywords
- Create ad groups for best sellers
- Upload your feed daily
- Use relevant images
- Seller ratings for Shopping ads
- Make sure to include GTINs
- Check the Diagnostics tab
- Improve attributes to get impressions
- Billing information issue
- Bidding

1. Avoid Low Value Traffic - Include Negative Keywords

Although you can't select keywords that your PLAs should show on, you can add negative keywords to decide when they should not show. Review your search terms report to identify low performing keywords.

2. Prioritize - Create Ad Groups For Best Sellers

Add best sellers to a specific ad group and raise the bids to increase impressions of these profitable products. The same goes for products that are not performing well. You can add these to a different ad group with a lower bid.

3. Keep The Data Fresh - Upload Your Feed Daily

By automatically uploading the feed on a daily basis, it ensures the data to be up to date and accurate. This provides a clean feed to Google and might increase the likelihood of serving your products on Shopping.

4. Present Your Product - Use Relevant Images

Use photos that clearly stand out from others listed in Google Shopping ads, helping your ad to be clearly visible among the competition. Make sure your images are of high quality and nice to look at.

5. Be Transparent - Seller Ratings For Shopping Ads

The ratings and reviews are chosen from multiple sources, such as your site, third-party aggregators, editorial sites and users. When Google shows these star ratings and reviews, they help your products stand out and seem more reliable to customers.

6. Be Specific - Make Sure To Include GTINs

Google requires that all retailers provide GTINs. The GTINs help clarify the exact product and brand being sold, which may increase the likelihood of the serving of the products.

7. Analyse - Check The Diagnostics (Merchant Center)

It is very important to check your disapproved items in the diagnostics tab. If your feed has many disapproved items, make sure to fix these to adhere to our policies. If this is not possible, it might be worth removing these products from the feed.

8. Be Exact - Improve Attributes To Get Impressions

If your ads are getting few or no impressions, optimize your feed for the main four key attributes: Title, Description, Unique Product Identifiers, and Google Product Category. The titles and descriptions are your chance to highlight the keywords you think are relevant, and the product category and correct unique product identifiers.

9. Be Accountable - Billing Information Issue

Please ensure that you are using a working payment method. For monthly invoicing please make sure that your budget has not been exhausted. If there is an issue, the ads will stop serving automatically.

10. Stay Competitive - Bidding

We recommend starting with a similar max. CPC bid that you use for your existing text ads and then see how your Shopping ads perform. Once your ads have had time to collect enough data, you can start using competitive metrics like benchmark CPC, benchmark CTR, and impression share to optimize your performance.