Google Shopping
Building a better experience

Creating and optimizing your product listing ads for Google Shopping

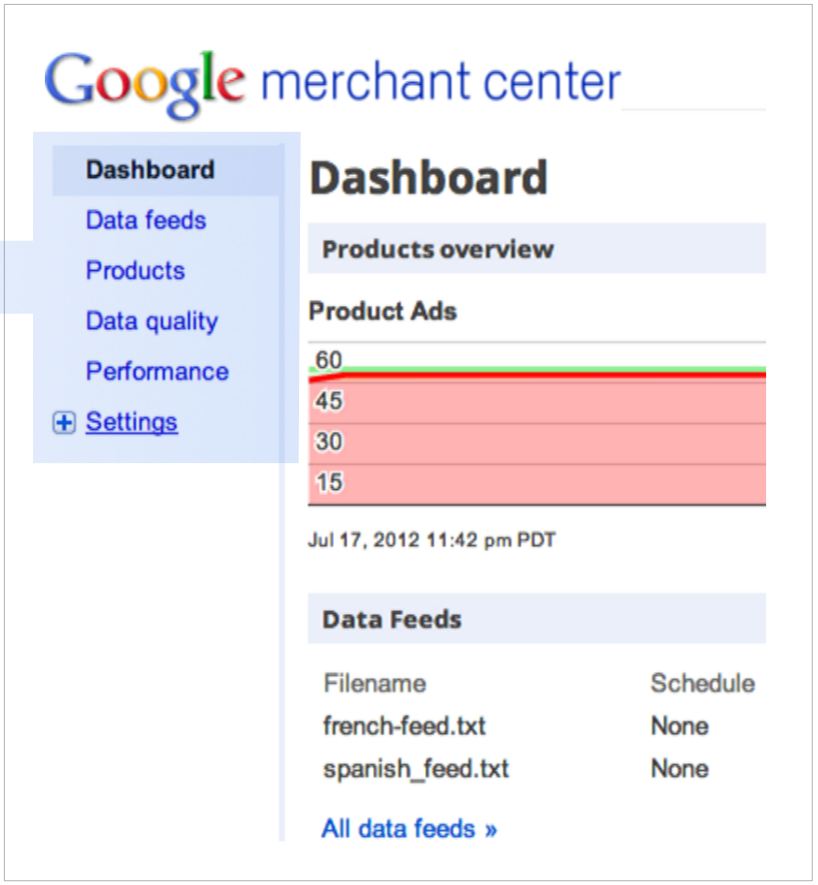
Google

Agenda

- Optimizing your data
- Structuring PLA campaigns
- Product targets: mapping products to bids
- Optimizing campaign structure
- Bid management strategy
- Tracking and honing performance

Start at merchant center

1. **Dashboard** - View active and disapproved products
2. **Data feeds** - Submit all your inventory. Check unprocessed items
3. **Products** - Review individual products See inactive products
4. **Data quality** - Correct errors, ensure all your items are eligible
5. **Performance** - View click data
6. **Settings** - Link your AdWords account(s), add Users



Most common item and feed errors

Image problems	Unique identifier coverage	Feed processing errors
Data quality section		Data feeds section
Broken image URLs Errors on image URLs Inaccessible image URLs	Brand required for most apparel GTIN or MPN is required for all other products except custom-made ones	Can occur if your data contains unrecognized or invalid attributes or lacks required attributes

Optimize your data quality

The better your data quality, the better we can match your products to shoppers' search queries

Better data quality

- Update your feed daily
- Submit high quality images
- Submit all required attributes
- Mind your robots.txt files
- Mind your descriptions and titles
- Adhere to our editorial guidelines

Providing high quality data: http://goo.gl/FJbxA
Uploading a data feed: http://goo.gl/6x5z9

Optimize your data quality

Better data quality

Update your feed daily	**Submit high quality images**	Submit all required attributes	Mind your robots.txt files	Mind your descriptions and titles	Adhere to our editorial guidelines

Minimum - 250 x 250 pixels

Recommended - 400 x 400 pixels

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Optimize your data quality

Better data quality

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Submit all required attributes

Mind your robots.txt files

Mind your descriptions and titles

Adhere to our editorial guidelines

No promo text such as "Free shipping" in descriptions

Do not use BLOCK CAPITALS

Do not include a description of your store

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Optimize your data quality

Better data quality

Update your feed daily	Submit high quality images	Submit all required attributes	Mind your robots.txt files	**Mind your descriptions and titles**	Adhere to our editorial guidelines

Limited characters for title and description before truncation

Include important information upfront

Mirror product information on the website

Don’t use up characters with your brand name

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Feed review and merchant center checklist

1. Is your AdWords account linked to your merchant center account? Check the 'Settings > AdWords' section of Merchant Center
2. Any data quality problems listed on the data quality tab?
3. Any processing errors on the feed status summary?
4. Are you submitting all the required and recommended attributes according to the feed specification?
5. Which AdWords attributes will need to be added to the feed? AdWords_Labels, AdWords_Grouping, AdWords_Redirect

PLA campaign structure

Create a separate campaign for PLAs

Plan your ideal campaign structure

Set up an "All Products" products target

1 This allows different settings, budgets and performance tracking for your PLAs

PLA campaign structure

Create a separate campaign for PLAs → **Plan your ideal campaign structure** → Set up an "All Products" products target

1. Are there groups of products on which you'd like to bid different?

2. Do you have different promos for different products?
An Ad Group per product target allows for a unique promotion per product target

3. Is the main goal of your PLA Campaign profitable traffic or sales?
This dictates whether you should use CPC or CPA% bidding (CPA% is U.S. only)

PLA campaign structure

Create a separate campaign for PLAs → Plan your ideal campaign structure → Set up an "All Products" products target

1. Set this bid lower than the other targets to create a catch-all for your entire inventory

Let's walk through an example

1. The merchant submits a feed through their Merchant Center account
2. They want to set up a high-performing PLA campaign
3. Profit margins vary by product
4. Some models are more expensive. Some of their bikes are refurbished
5. Bike sales show some seasonality. The merchant wants to aggressively promote their summer bikes in the summer

Product targets: overview

Bid differently on groups of products

Map your product targets to items with exactly matching attributes

Product targets
product_type = mountain bikes
brand = mcquinn
condition = refurbished
adwords_grouping = summer
adwords_labels = high margin
all products

Product data feed			
Title	Brand	Product type	Adwords labels
Spokes	Fast Pacer	mountain bikes	low margin
Augustyn Rider	Mcquinn	cruisers	high margin
Vodoun	Zanzi XL	mountain bikes	low margin
Velo Prime	Zion	hybrids	high margin

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Product targets: overview

Best practice

Add an “All Products” product target to ensure that all your products are covered. Bid with the lowest price you're willing to pay for a click on any product. If a product matches more than one product target, it will run in the one with the highest bid

all products

Product data feed			
Title	Brand	Product type	Adwords labels
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Assign a bid to each product target

Sample ad groups	Product targets	Max CPC bids
mountain bikes	product_type = mountain bikes	$1.00
Mcquinn brand	brand = mcquinn	$2.00
refurbished bikes	condition = refurbished	$0.75
summer bikes	adwords_grouping = summer	$2.25
high margin	adwords_labels = high margin	$2.50
all products	all products	$0.50

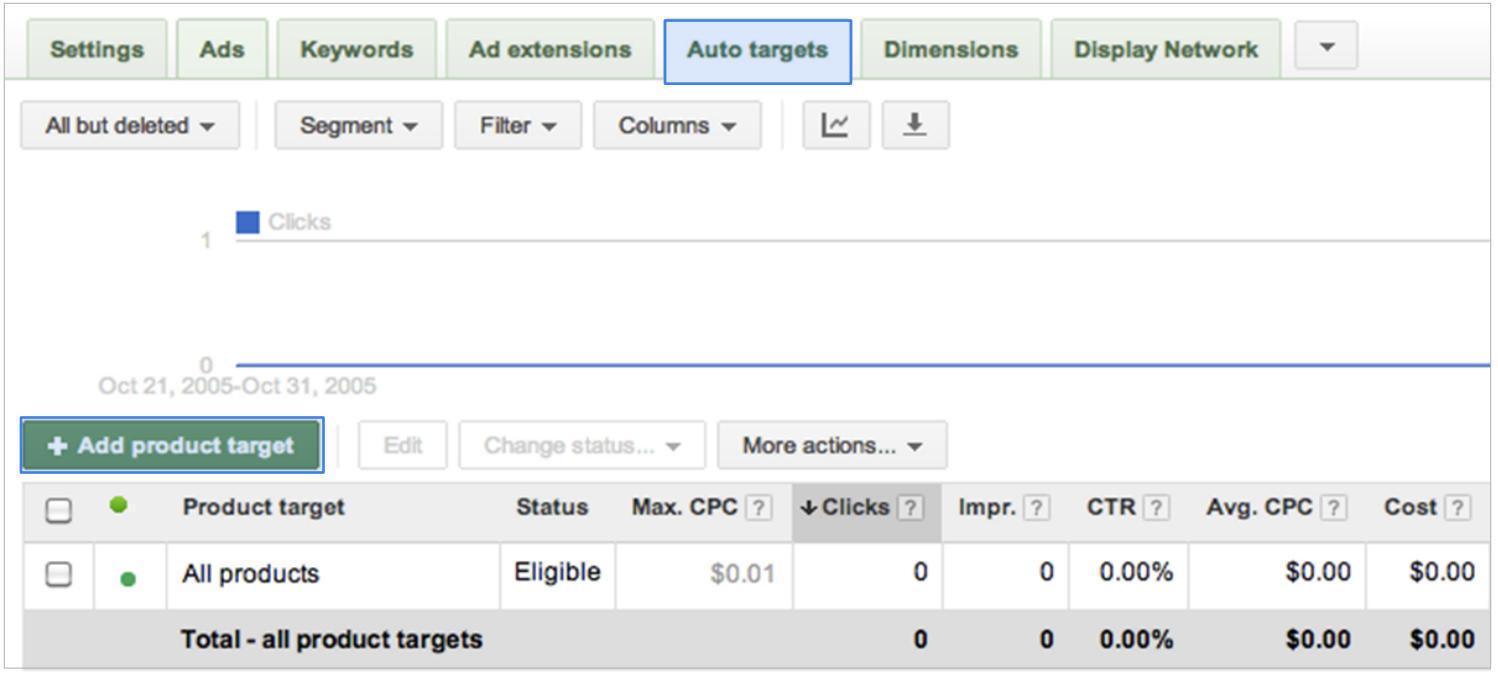
Leverage information in your feed like product type, brand, or condition to set up these groups or set up groups with custom attributes like adwords_labels

Product targets: implementation steps

1 Select the PLA Campaign where you want to create your product targets

2 Click on the "auto targets" tab

3 Click "add product target"



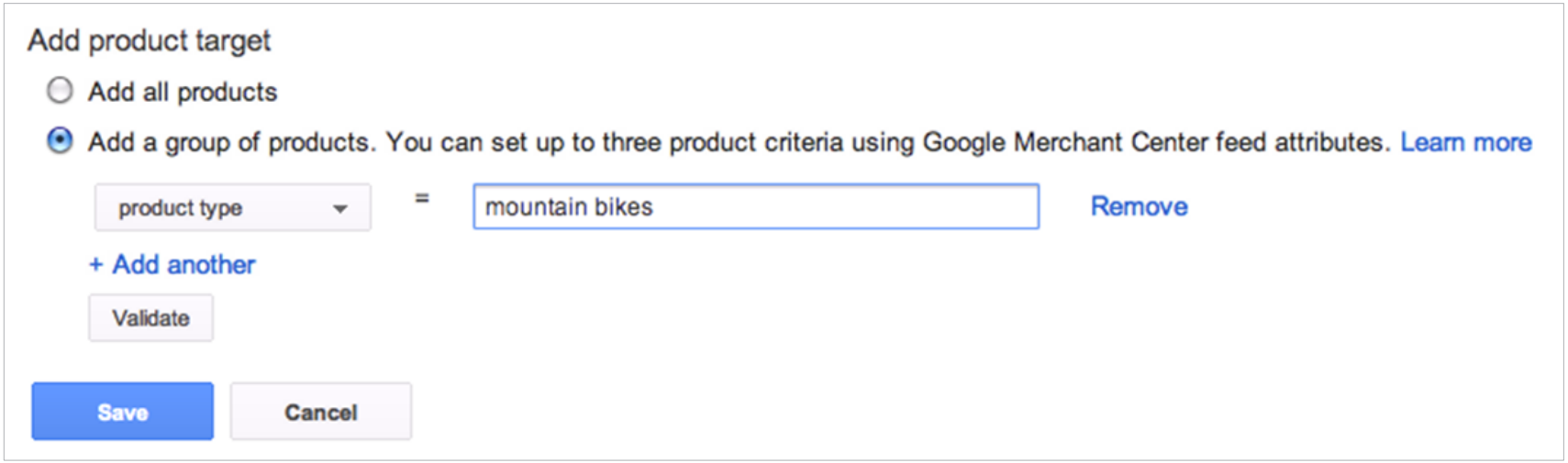
Product targets: implementation steps

4 Select the ad group where you'd like to create the ad

5 Select "Add all products" to create an All Products target. Select "Add a group of products" to target a subset of your products

6 If you're adding a group of products, select up to three product attributes and enter their values. These must exactly match values in your feed

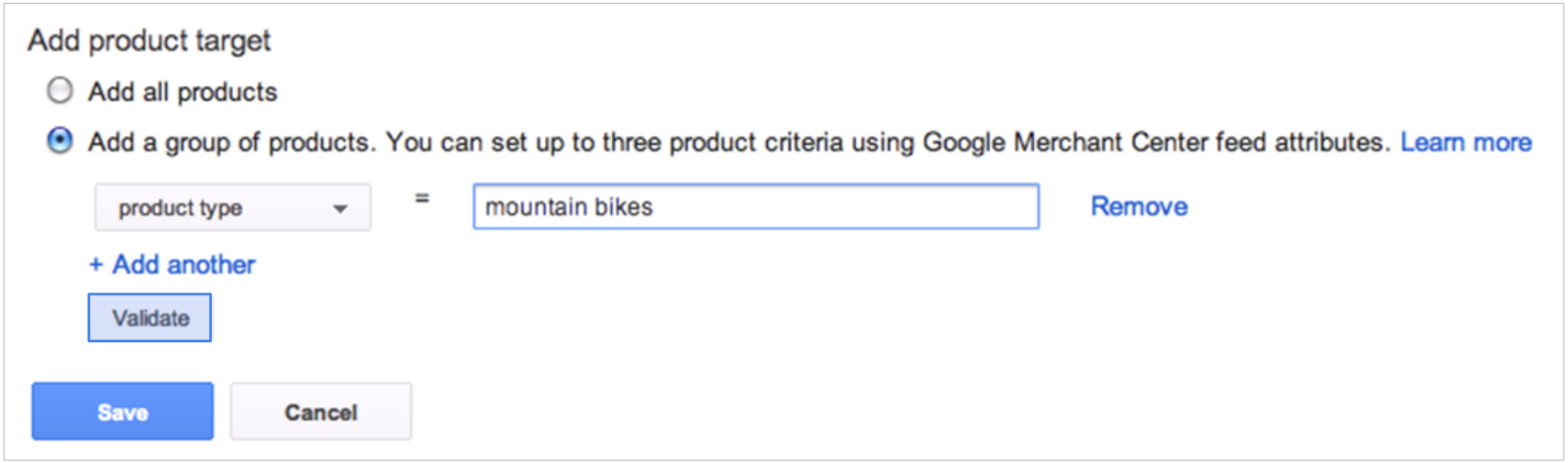
7 Click “Save”



Product targets: implementation steps

Best practice

Use the "Validate" button to check whether your criteria matches items in your merchant center feed, especially if you see no traffic in your ad group



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Filters vs product targets

Filters	Product targets
Allow you to show a defined subset of your product data	Allow you to limit products by category, brand, etc.
Allow you to limit the products available to your campaign and all ad groups within that campaign	Are best if you want to limit each ad group in your campaign to specific groups of products
Apply to your entire campaign	Limit the resulting feed for ad groups

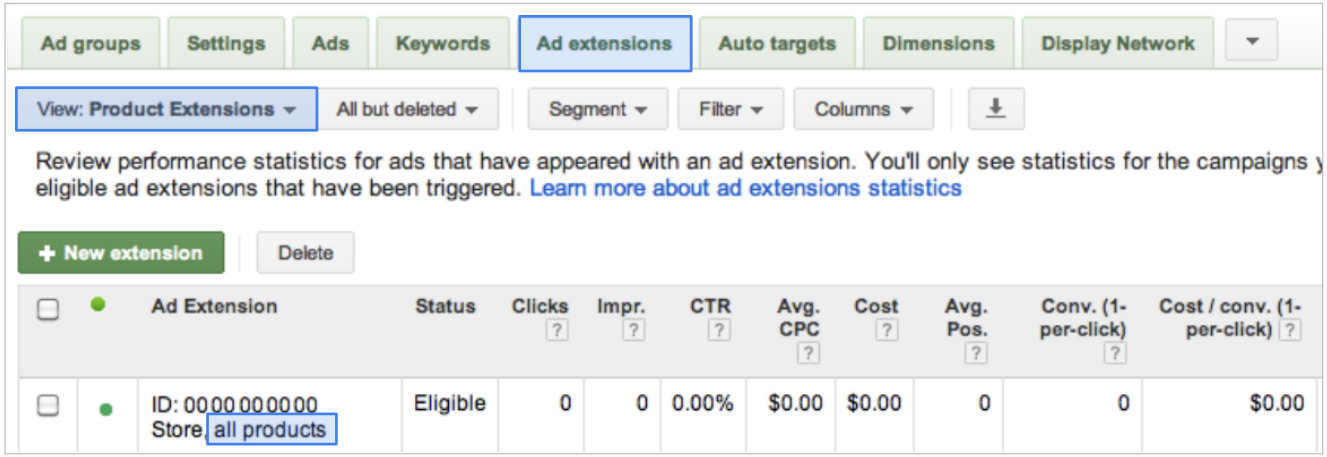
PLA campaign structure

For PLA campaigns, use product targets instead of product filters

1. Create each product target in its own ad group to maximize visibility into search queries triggering each product target

2. Don't filter products at the campaign level with Product Filters

3. In your PLA campaign, check that your product extension says "all products", not "filtered products" (Ad Extensions tab --> View: Product Extensions)



Bid management strategy

Setting up product targets enables you to set bids for particular products and product segments

1. Start with a bid comparable to your existing keyword targeted Ad Groups, then adjust based on performance

2. Use bids to influence Google's decisions to show products Place higher bids on your best performing products

3. Set a bid lower than that of all your other product targets for the 'All Products' target. This allows you to gain incremental traffic for long tail products at a low price, and ensure 100% PLA coverage

Managing bids across product targets

The query "mountain bikes" is relevant to several products

With this PLA campaign structure, these products fall in multiple product targets

Bidding	
Product targets	Max CPC
product_type = mountain bikes All Products	$1.00 $0.50
product_type = mountain bikes adwords_labels = high_margin All Products	$1.00 $2.50 $0.50
product_type = mountain bikes All Products	$1.00 $0.50

Product data feed			
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Spokes	Fast Pacer	mountain bikes	low margin
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Managing bids across product targets

Since adwords_labels=high margin has the highest bid, this product and bid will run in the auction

Bidding	
Product targets	Max CPC
product_type = mountain bikes All Products	$1.00 $0.50
product_type = mountain bikes **adwords_labels = high_margin** All Products	$1.00 **$2.50** $0.50
product_type = mountain bikes All Products	$1.00 $0.50

Product data feed			
Title	Brand	Product type	Adwords labels
Spokes	Fast Pacer	mountain bikes	low margin
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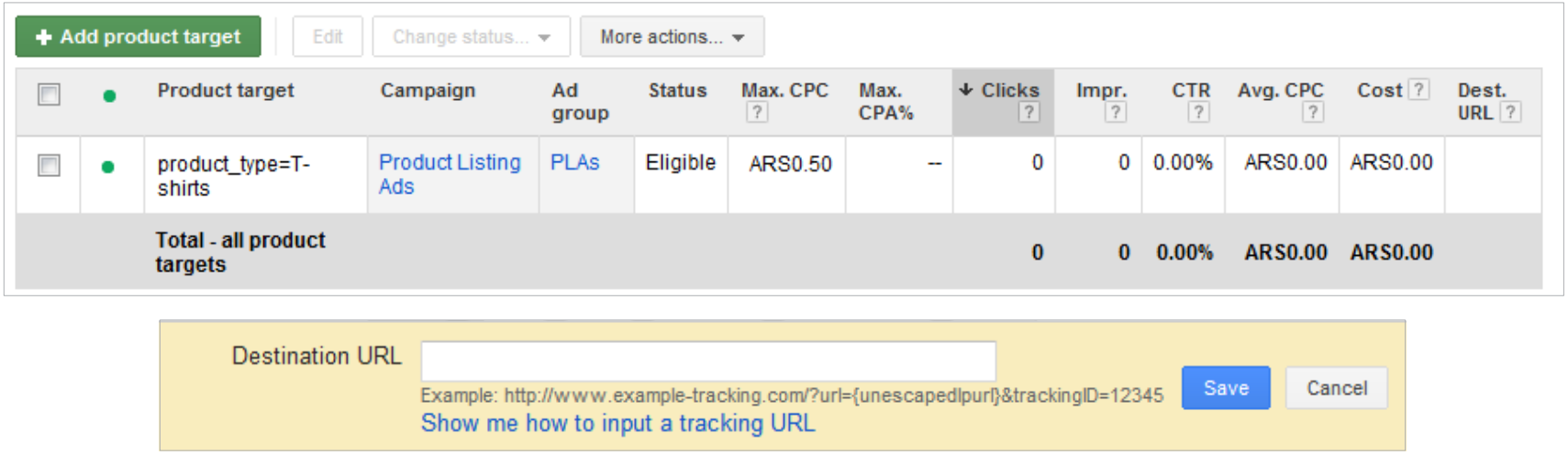
Tracking performance options

Track performance at the *product* or *product target* level

In the Feed: Enter the desired URL in the adwords_redirect attribute

In AdWords: Enter a tracking URL template in the Destination URL column

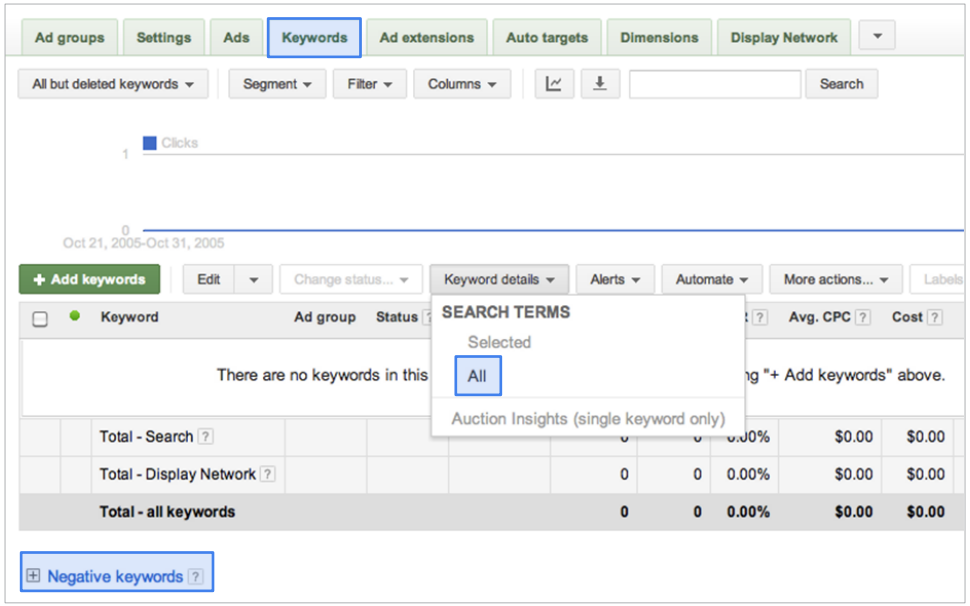
Use ValueTrack parameters (URLs, ad format, the creative, etc.)
to learn more about your performance



Improving query relevance

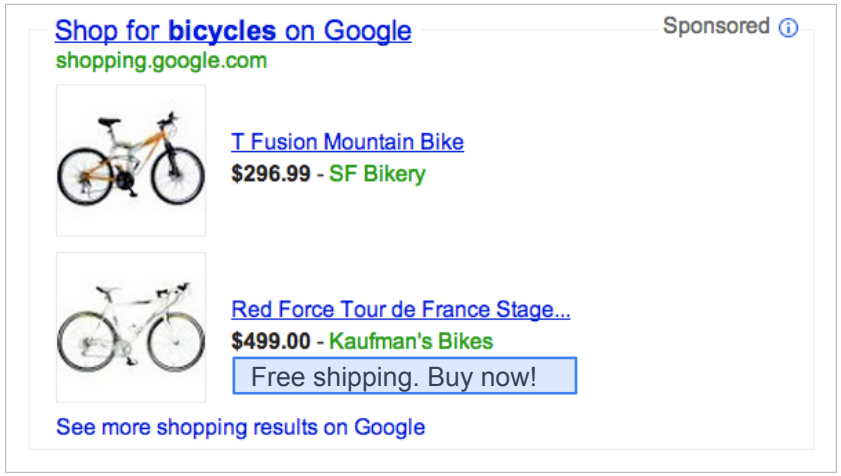
1. Perform a search query report to identify queries triggering your product targets at the campaign or ad group level

2. Set negative keywords to avoid your products showing for non performing queries, at the campaign or ad group level



Promotional text

1. Add useful promotional text for product categories to highlight your unique offerings
2. Use specific promotional offerings ("50% off Fast Pacer bikes", "Free bike helmet with $100 purchase") rather than generic messages ("Best bike shop around!")
3. Have only one Promotional Message per AdGroup



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Summary: top five optimization tips

1. Full coverage: Ensure your entire inventory is present with an All Products target (with a low bid)
2. Strategic bidding: Leverage product targets to bid differently on different groups of products
3. Data quality: Maintain a high-quality feed, address errors and optimization suggestions in Merchant Center Data Quality tab
4. Query relevance: Run search query reports and set up negative keywords to prevent your products from showing on irrelevant queries
5. Promotional text: Use promotional text to highlight unique offerings and key selling points

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Thank you!

Questions? Contact your account manager or visit google.com/ads/shopping