



Shopping Campaigns: Upgrade Playbook

Agenda



Shopping campaigns at-a-glance



Upgrade walkthrough



Advanced set-ups



Frequently asked questions

At-a-Glance:

Upgrading to Shopping campaigns

Shopping campaign upgrade overview

- Shopping campaigns are a better way to manage, report on, and optimize PLAs
- All retailers are required to upgrade by the end of August 2014
- Use the following walkthroughs and FAQs to help you upgrade to Shopping campaigns as soon as possible to get new functionality and begin optimizing



Retail-centric
campaign management



Advanced reporting

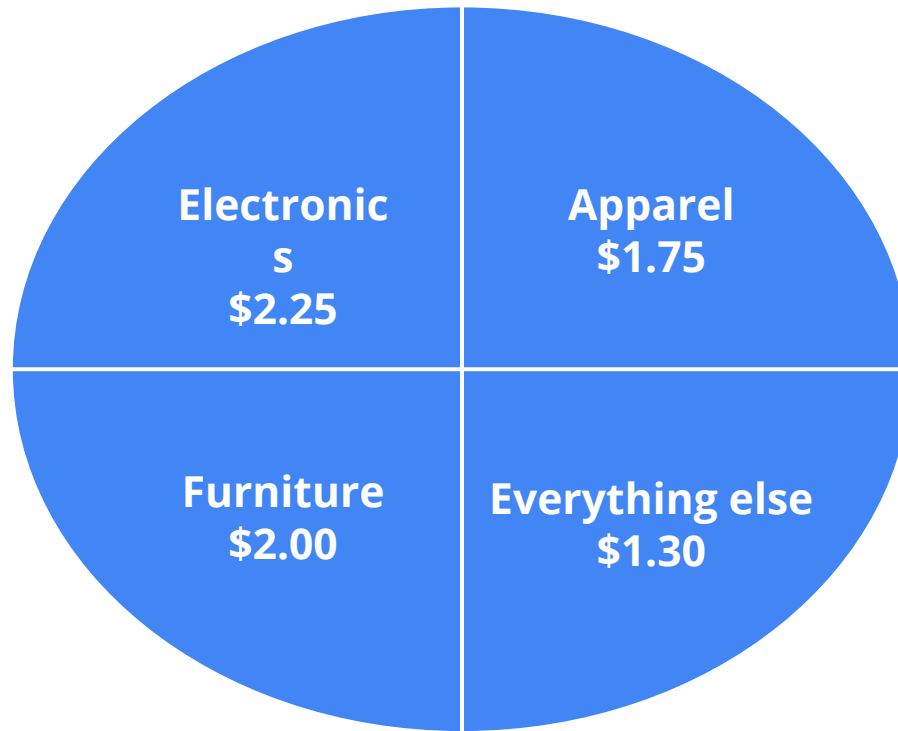


Competitive
landscape data

Tip: learn more about Shopping campaigns in our [Upgrade Guide](#).

Shopping campaign management overview

- You'll use *product groups* to bid on your products within a campaign
- Basically, different products have different values to your business - product groups allow you to group similar items together and bid on them as a group



Tip: learn more about Shopping campaigns in our [Upgrade Guide](#).

Steps to upgrade



1. Analyze your regular PLA campaign structure



2. If needed, add custom labels to your data feed



3. Create a Shopping campaign and subdivide



4. Pause your regular PLA campaign

Upgrade walkthrough

Step 1:

Analyze your regular PLA campaign structure

Most campaigns use 1 of 3 approaches

- Campaign structure should allow you to bid according to products' values
- For example, you want to bid up on your high margin items and bestsellers
- So, identify which of these behaviors aligns with your existing PLA campaign

Products

"I bid on my brands and product lines differently."

Performance

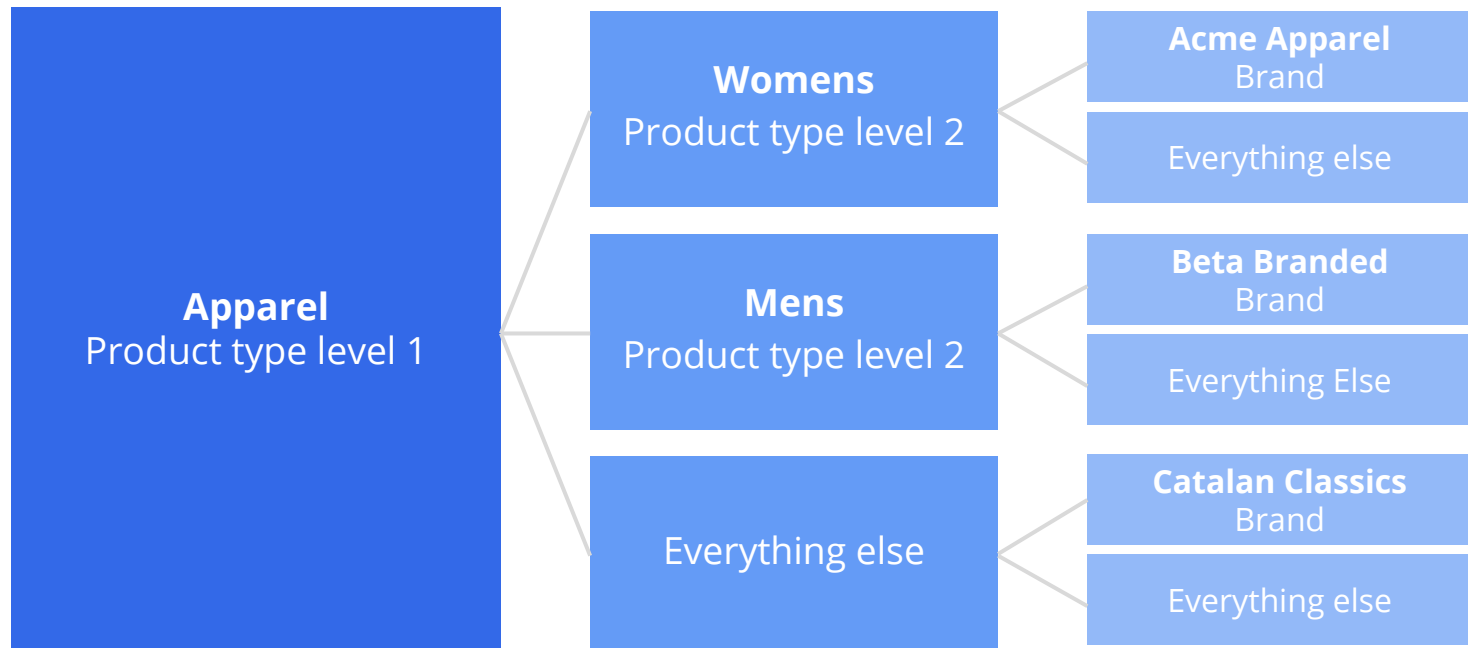
"I bid on my top- and low-performers differently."

Hybrid

"I bid according to my catalog and performance."

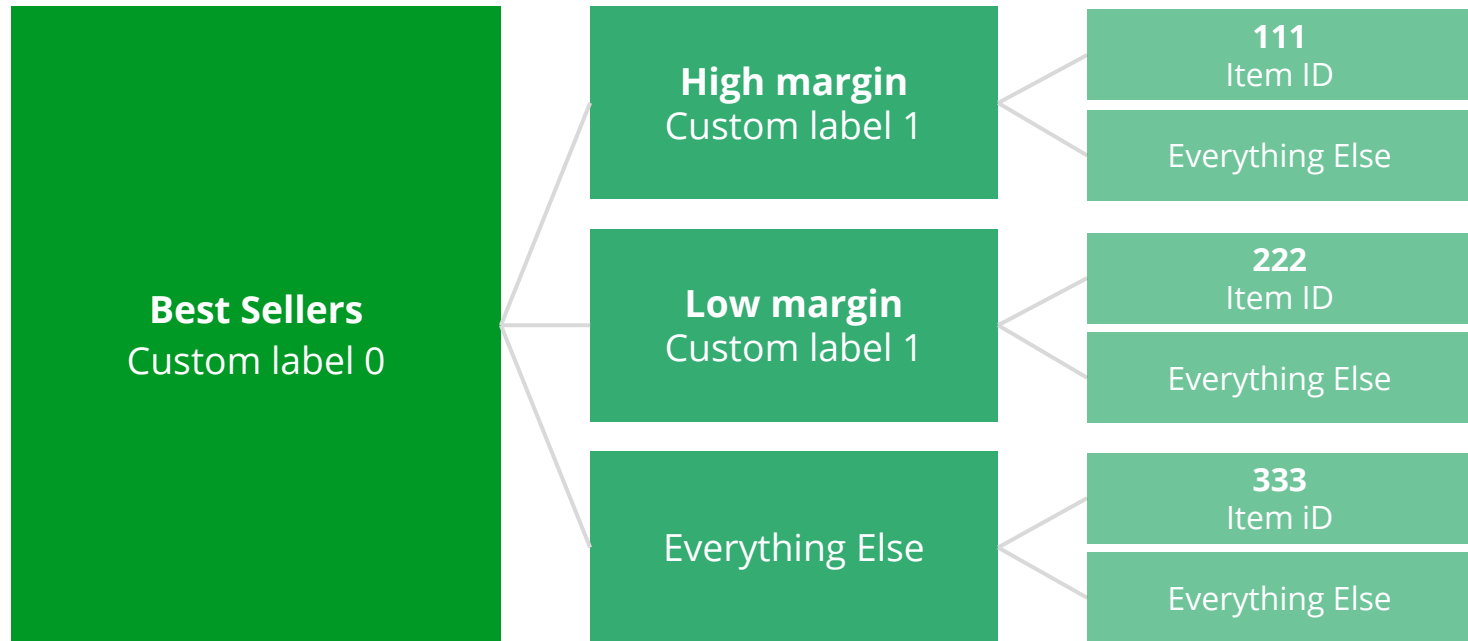
Merchandise by product lines and brands

- Create product groups to bid differently on various product lines or categories
- Attributes: product_type (or Google product category), brand



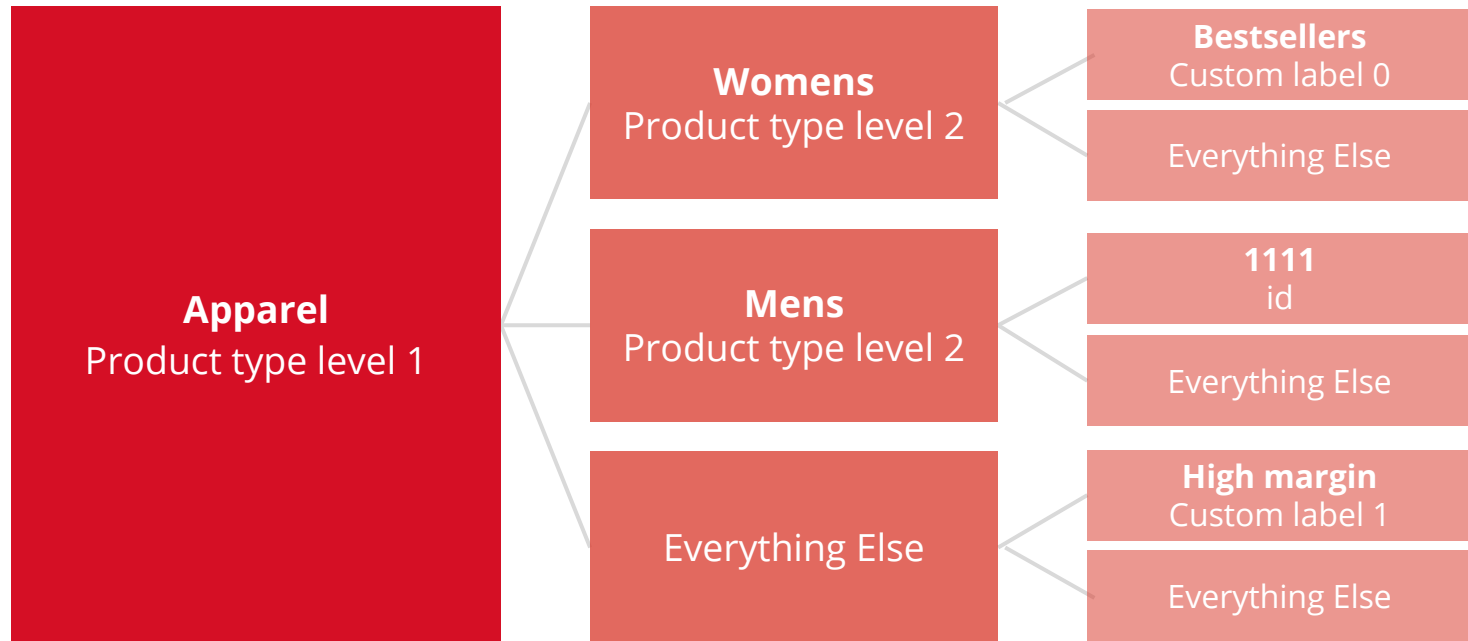
Merchandise purely by performance

- Subdivide your inventory by performance, margins or sales
- Get as specific as bidding on individual, high-value products by ID
- Attributes: custom labels, item ID



Merchandise by products and performance

- Segment your inventory with a combination of attributes
- At deeper-levels, focus on a smaller number of products
- Consider using custom labels for cross-product line promotions like Back to School



1a. Filter for product targets with 1+ impressions

- Sorting for active targets lets you focus on targets impacting performance
- Choose at least a 30-day date range

All online campaigns > General PLA > Ad group: Ad Group #1 Previous | Next

Last 30 days: Jun 16, 2014 - Jul 15, 2014

Product listing ad Enabled
Ad group bids (Max. CPC) [Edit](#) ?
Default bid \$1.00 Display Network bid auto ?
Active bid adjustments: Ad schedule, Device

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions Display Network

View: Product targets All but deleted Segment Filter Columns

Filter

Impressions >= 1

+ Add another

[Apply](#) [Clear](#) ☐ Save filter

+ PRODUCT TARGET [Edit](#) [See search terms...](#)

<input type="checkbox"/>		Product target	Status	Max. CPC ?	↓ Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
<input type="checkbox"/>		product_type= Shirts	Eligible	\$1.59	187	9,112	2.05%	\$0.92	\$172.09	1	\$172.09	0.53%
<input type="checkbox"/>		All products	Eligible	\$0.79	173	11,762	1.47%	\$0.42	\$73.07	2	\$36.54	1.16%
<input type="checkbox"/>		product_type=Pants	Eligible	\$0.80	61	2,634	2.32%	\$0.62	\$37.59	0	\$0.00	0.00%

1b. Download your performance report

- Get the data you'll analyze to identify top performing targets

All online campaigns > General PLA > Ad group: Ad Group #1 Previous | Next

Last 30 days: Jun 16, 2014 - Jul 15, 2014

Product listing ad Enabled

Ad group bids (Max. CPC) [Edit](#) [?](#)
Default bid \$1.00 Display Network bid auto [?](#)
Active bid adjustments: Ad schedule, Device

Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions Display Network

View: Product targets All but deleted Segment Filter Columns [Chart](#) [Download](#)

Download and schedule report

Format Excel .csv

[+ Email and schedule report](#)

☐ Save this report

[Download](#) [Cancel](#)

<input type="checkbox"/>		Product target	Status	Max. CPC ?	↓ Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
<input type="checkbox"/>	●	product_type=Shirts	Eligible	\$1.59	187	9,112	2.05%	\$0.92	\$172.09	1	\$172.09	0.53%
<input type="checkbox"/>	●	All products	Eligible	\$0.79	173	11,762	1.47%	\$0.42	\$73.07	2	\$36.54	1.16%
<input type="checkbox"/>	●	product_type=Pants	Eligible	\$0.80	61	2,634	2.32%	\$0.62	\$37.59	0	\$0.00	0.00%

1c. Sort your product targets A → Z

- Copy/paste your performance report data into a spreadsheet
- Sort your product targets alphabetically

Shopping Campaigns Upgrade Analysis Template

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

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	A	B	C	D	E	F	G	H	I	J
1	State	Product target	Group	Status	Max. CPC	Clicks	Impression	CTR	Avg. CPC	Cost
2	enabled	product_t	Professional Bikes	eligible	2.00	129	5,865	2.20%	1.32	170.23
3	enabled	brand=Sc	Schwinn Brand	eligible	1.70	5	132	3.79%	1	5.01
4	enabled	adwords_	Best Sellers	eligible	2.10	37	1695	2.18%	0.7	25.93
5	enabled	product_t	Cruiser Bikes	eligible	1.50	39	889	4.39%	1.31	51.02
6	enabled	id=89910	Men's Acme Mountain Bike	eligible	1.95	412	20074	2.05%	1.25	513.73
7	enabled	brand=Ac	Acme Brand	eligible	1.45	403	17709	2.28%	1.38	554.21
8	enabled	id=23901	Women's Acme Mountain Bike	eligible	1.85	239	20300	1.18%	1.16	278.17
9	enabled	product_t	Triathlon Bikes	eligible	2.50	24	1228	1.95%	1.17	28.15
10	enabled	id=45092	Childrens Acme Mountain Bike	eligible	1.65	11	924	1.19%	0.53	5.8
11										
12										
13										
14										
15										
16										
17										

1d. Count each type of product target

- Either count manually or use count functionality to note the number of each type of product target in your campaign

Shopping Campaigns Upgrade Analysis Template ☆

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Comments Share

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	A	B	C	D	E	F	G	H	I	J
1	State	Product target	Ad group	Status	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost
2	enabled	product_type=Bikes> Triathlon	Triathlon Bikes	eligible	2.50	24	1228	1.95%	1.17	28.15
3	enabled	product_type=Bikes> Cruisers	Cruiser Bikes	eligible	1.50	39	889	4.39%	1.31	51.02
4	enabled	product_type=Bikes > Professional	Professional Bikes	eligible	2.00	129	5,865	2.20%	1.32	170.23
5	enabled	id=899102	Men's Acme Mountain Bike	eligible	1.95	412	20074	2.05%	1.25	513.73
6	enabled	id=450920	Childrens Acme Mountain Bike	eligible	1.65	11	924	1.19%	0.53	5.8
7	enabled	id=239011	Women's Acme Mountain Bike	eligible	1.85	239	20300	1.18%	1.16	278.17
8	enabled	brand=Schwinn	Schwinn Brand	eligible	1.70	5	132	3.79%	1	5.01
9	enabled	brand=Acme Bikes	Acme Brand	eligible	1.45	403	17709	2.28%	1.38	554.21
10	enabled	adwords_labels=best seller	Best Sellers	eligible	2.10	37	1695	2.18%	0.7	25.93
11										
12										
13										
14										

+ Regular PLA Product Targets

Count: 3

1e. Record your results in a table

- List the number of product targets using each attribute

Attribute	Total #
All products	1
product_type	100
brand	100
AdWords_label or AdWords_grouping	0
ID	2,000
Condition	0

1e. Repeat based on product target performance

- In your spreadsheet, filter product targets by performance
- Identify targets with the most volume (i.e. clicks, impressions) and / or strongest conversion performance (i.e. low CPA, high conversion rate)

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0

1e. Identify which attribute targets matter most

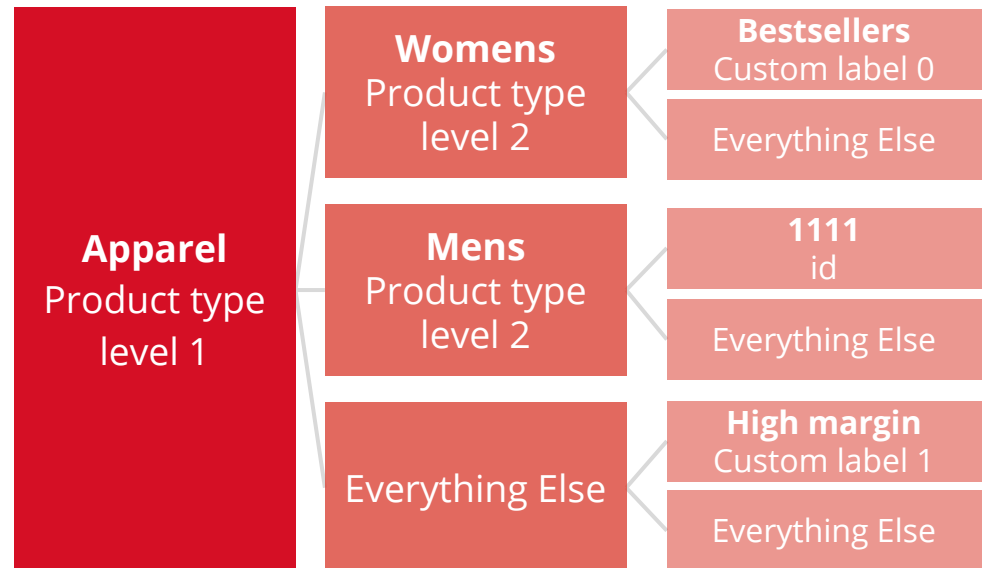
- Look for the types of targets with strong performance (i.e. in the top 20 by clicks)
- The goal is to understand how you organize your PLA campaign and how you can transfer the product targets that drive the most business to a Shopping campaign

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0

Example: choosing a campaign template

- From the table, *product_type* and *ID* were clearly the strongest performers
- Therefore, this advertiser should plan to use the hybrid template

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	12
brand	100	2
AdWords_label or AdWords_grouping	0	0
ID	2,000	6
Condition	0	0



Step 2:

If needed, add *custom_labels*

Notice if you depend on custom tagging in feed

- The goal is to identify the attributes you'll organize your Shopping campaign with
- Look for the types of targets with strong performance (i.e. in the top 20 by clicks)

Attribute	Total #	# in Top 20 Clicks
All products	1	1
product_type	100	5
brand	100	0
AdWords_label or AdWords_grouping	0	16
ID	2,000	4
Condition	0	0

2a. Assess if you actually need custom labels

- Make sure you're using the right attribute for the right values
- In Shopping campaigns, custom labels should only be used for your unique key performance indicators (KPIs) like seasonality, sales, margins, and bestsellers

Common use	Optimized use
adwords_labels = pants	product_type = pants google_product_category = Apparel & Accessories > Clothing > Pants
adwords_labels = ACMEbikes	brand = ACMEbikes
adwords_labels = mens	product_type = pants > mens custom_label_0 = mens
adwords_labels = 0-49.99	product_type = apparel > pants > mens > 0-49.99 custom_label_0 = 0-49.99
adwords_labels = bestseller	custom_label_0 = bestseller
adwords_labels = highROAS	custom_label_0 = high ROAS



2b. If you do, create a *custom_label* strategy

- Ideal for grouping products by promotions, sales, margins, and bestsellers
- Each product can have up to 5 values with 1 per custom label attribute
- Start by creating a table to define how you'll use the label and possible values

Custom label	Definition	Possible values
0	Seasonal	spring, summer, fall, winter
1	Promotions	flash sale, clearance, co-marketing deal
2	Selling rate	bestseller, low seller
3	Margins	high margin, low margin
4	Holiday	back to school, christmas

2b. Add the *custom_label* attributes to your feed

- Do not delete the *adwords_labels* or *adwords_grouping* attribute from your feed as it may be used for other ad formats
- When complete, [re-upload](#) your data feed so changes take effect

PLA Data Feed - Example ☆

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	A	B	C	D	E	F	G	H	I	J	K
1	id	title	description	price	availability	google product category	product type	brand	custom label 0	custom label 1	custom label 2
2	111	Example title	Example description	19.99	in stock	Apparel & Accessories > Clothing	Apparel > Women	Example brand	0-49.99	low ROAS	Best seller
3	222	Example title	Example description	29.99	in stock	Apparel & Accessories > Clothing	Apparel > Women	Example brand	50-99.99	high ROAS	Best seller
4	333	Example title	Example description	39.99	in stock	Apparel & Accessories > Clothing	Apparel > Women	Example brand	50-99.99		
5	444	Example title	Example description	49.99	in stock	Apparel & Accessories > Clothing	Apparel > Women	Example brand	100-199.99	high ROAS	

Tip: learn more about [custom labels](#).

Step 3:

Create a Shopping campaign and subdivide

3a. Create a Shopping campaign

- You have 2 options for creating a campaign: in AdWords or via API*
- In AdWords, click + *Campaign*, choose *Shopping*, and follow on-screen instructions to select your settings

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions

All but deleted campaigns Segment Filter Columns

+ CAMPAIGN Edit Details Bid strategy Automate Labels

Search Network with Display Select
Best opportunity to reach the most customers

Search Network only
Google search and search partners

Display Network only
Google's network of partner websites

Shopping
Best way to create Product Listing Ads

Online video

Status	Campaign type	Campaign subtype	Clicks
Eligible	Search Network only	Product Listing Ads	1,460,253
			1,460,253
			1,460,257
			1,460,257

Total - Search ? 1,460,257

Total - all campaigns \$716,400.00/day 1,460,257

*See [developer documentation](#) for details.

3b. Pause your Shopping campaign

- Set the campaign status to *pause* while you build out your Shopping campaign

All online campaigns > My Shopping Campaign > **Ad group: Ad Group #1** Previous | Next

Last 7 days: Jul 9, 2014 - Jul 15, 2014

Product listing ad Enabled Is (Max. CPC) Edit ? 20 Display Network bid auto ?

Product groups **Products** **Keywords** **Dimensions**

Columns Clicks vs None Daily View Change History

Wednesday, July 9, 2014 Tuesday, July 15, 2014

<input type="checkbox"/>	Product group ?	Max. CPC ?	Benchmark CTR ?	Benchmark Max. CPC ?	Impression Share ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	All products +	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00

3c. Subdivide your campaign into product groups

- Click to + button subdivide your *All products* into more granular product groups

The screenshot shows the Google Ads interface with the 'Product groups' tab selected. In the left sidebar, under 'Product groups', there is a list with 'All products' and a '+' button next to it. A green box highlights this '+' button, and a green arrow points from it to the 'Subdivide All products' dialog box that is open on the right.

The dialog box is titled 'Subdivide All products by: Category'. It contains a table with the following data:

Category ↑	Products	+
Animals	32	»
Apparel & Accessories	87	»
Arts & Entertainment	14	»
Baby & Toddler	39	»
Business & Industrial	7	»
Cameras & Optics	8	»
Electronics	163	»
Food, Beverages & Tobacco	122	»
Furniture	89	»
Hardware	59	»

Below the table, there is a section titled 'Category ↑' with the text 'No values added'. At the bottom of the dialog box, there are 'Save' and 'Cancel' buttons. A note at the bottom states: 'Some products may be miscategorized. [Learn more](#)'.

3c. Subdivide your campaign into product groups

- Choose the attribute you'll use to start breaking out product groups, i.e. the one that matches the template you identified in step #1

The screenshot shows the Google Ads interface with the 'Product groups' tab selected. A dialog box titled 'Subdivide All products by' is open, allowing the user to choose an attribute to subdivide products by. The 'Category' attribute is selected and highlighted with a green box. The background shows a table of product groups and a chart.

Product groups table:

Product group	Products
↑ Product group ?	
All products	

Subdivide All products by dialog box:

Subdivide All products by:

- Category
- Brand
- Item ID
- Condition
- Product type
- Custom label 0
- Custom label 1
- Custom label 2
- Custom label 3
- Custom label 4

Product groups table (background):

Category	Products
Animals	
Apparel & Accessories	
Arts & Entertainment	
Baby & Toddler	
Business & Industrial	
Cameras & Optics	
Electronics	163
Food, Beverages & Tobacco	122
Furniture	89
Hardware	59

Some products may be miscategorized. [Learn more](#)

Buttons: Save, Cancel

3c. Subdivide your campaign into product groups

- Choose which values you'd like to bid separately on and use the arrows to move them to the left panel or use the + to select all - then, click save

Product groups | Products | Settings | Ads | Keywords | Dimensions

Columns ▾ | [Line Graph Icon]

Clicks ▾ VS None ▾ Daily ▾

1

Saturday, March 1, 2014

Edit ▾

<input type="checkbox"/>	↑ Product group ?	
<input type="checkbox"/>	All products	+

Subdivide **All products** by: Category ▾

Category ↑	Products	+	Category ↑	Products	✕
Animals	32	»	Apparel & Accessories	87	✕
Arts & Entertainment	14	»	Electronics	163	✕
Baby & Toddler	39	»			
Business & Industrial	7	»			
Cameras & Optics	8	»			
Food, Beverages & Tobacco	122	»			
Furniture	89	»			
Hardware	59	»			
Health & Beauty	12	»			
Home & Garden	124	»			

Some products may be miscategorized. [Learn more](#)

Save Cancel

3c. Subdivide your campaign into product groups

- Repeat the process for up to 7 total levels of product groups

The screenshot shows the Google Ads interface with the 'Product groups' tab selected. The interface includes navigation tabs, a timeline, and a table of product groups. A green box highlights the '+' icon next to 'Apparel & Accessories'.

Product groups | Products | Settings | Ads | Keywords | Dimensions

Columns | [Line Graph Icon] | [Download Icon]

Clicks vs None Daily

1

0 Wednesday, July 9, 2014

Edit

<input type="checkbox"/>	Product group ?		Max. CPC ?	Benchmark CTR ?	Benchmark Max. CPC ?
<input type="checkbox"/>	▼ All products	[Comment Icon] [Edit Icon]	--	--	--
<input type="checkbox"/>	Apparel & Accessories	[Comment Icon] +	\$0.20 [Checkmark]	--	--
<input type="checkbox"/>	Electronics	[Comment Icon] +	\$0.20 [Checkmark]	--	--
<input type="checkbox"/>	Everything else in 'All products'	[Comment Icon] +	\$0.20 [Checkmark]	--	--

3c. Subdivide your campaign into product groups

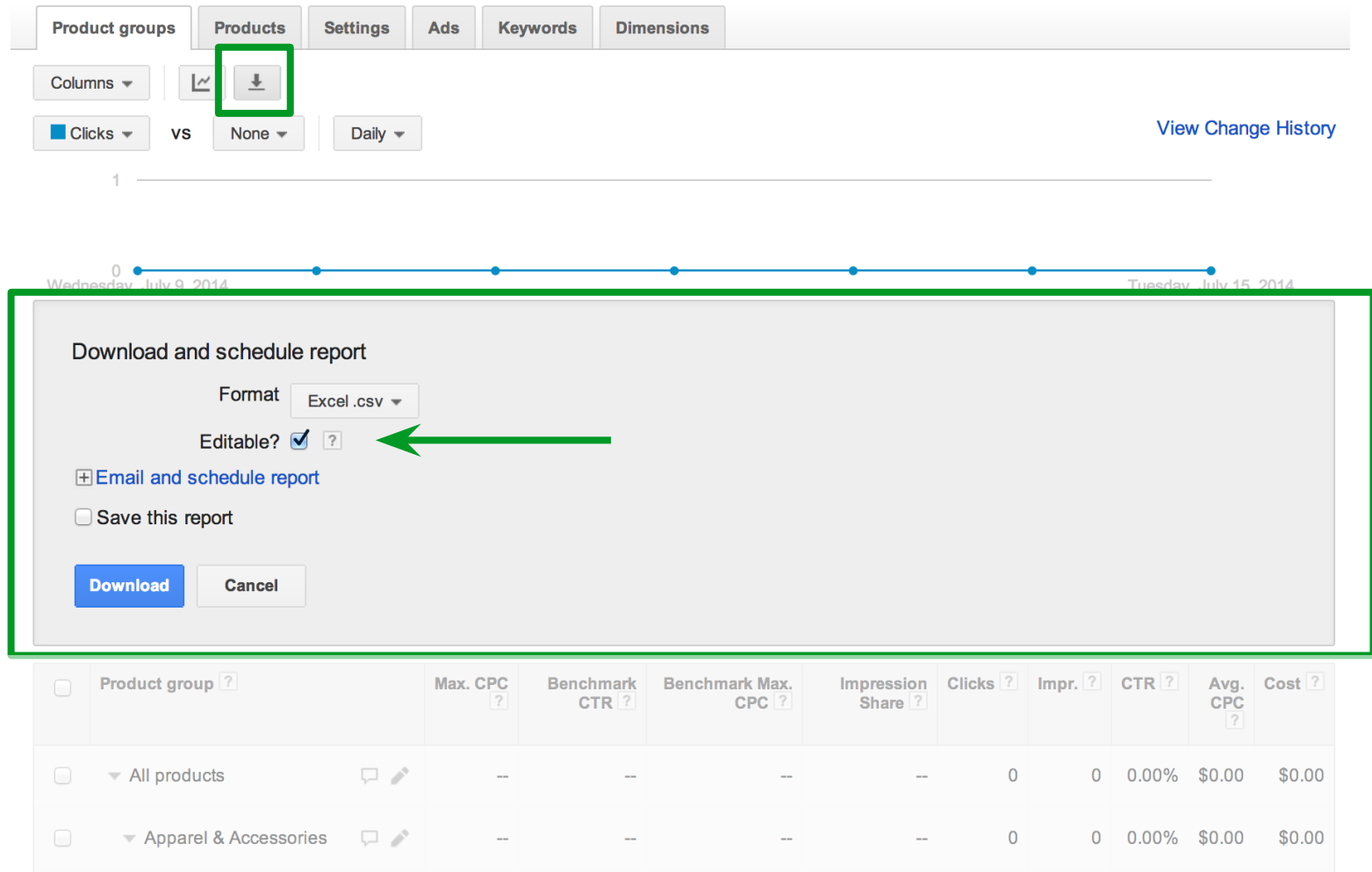
- When complete, you have product groups for items you want to bid on differently
- Now, you can edit your bids by clicking on each, or do it in bulk in the next step

Edit ▾

<input type="checkbox"/>	Product group [?]		Max. CPC [?]	Benchmark CTR [?]	Benchmark Max. CPC [?]	Impression Share [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]
<input type="checkbox"/>	▼ All products		--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▼ Apparel & Accessories		--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▼ Clothing		--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	111	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	222	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	333	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Everything else in 'Clothing'	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Jewelry	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Shoes	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Everything else in 'Apparel & Accessories'	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Electronics	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Everything else in 'All products'	+	\$0.20 <input checked="" type="checkbox"/>	--	--	--	0	0	0.00%	\$0.00	\$0.00

3d. To bulk edit bids, download product groups

- By downloading, you'll have the option to edit your bids via spreadsheet



The screenshot shows the Google Ads interface with the 'Product groups' tab selected. A green box highlights the 'Download' button in the 'Download and schedule report' dialog box. A green arrow points to the 'Editable?' checkbox, which is checked. The dialog box also shows the 'Format' set to 'Excel .csv' and the 'Email and schedule report' checkbox checked. Below the dialog box, a table displays product group data.

	Product group ?	Max. CPC ?	Benchmark CTR ?	Benchmark Max. CPC ?	Impression Share ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
	▼ All products	--	--	--	--	0	0	0.00%	\$0.00	\$0.00
	▼ Apparel & Accessories	--	--	--	--	0	0	0.00%	\$0.00	\$0.00

3e. Edit your bids in a spreadsheet

- Use any spreadsheet editor to set your bids
- Set bids only for rows with partition type *unit*
- Note: * at the end of a product group is a placeholder for *everything else*

Report (Jul 9, 2014-Jul 15, 2014)								
Parameters:InMicros=FALSE;								
Action	Campaign	Campaign ID	Ad group ID	Ad group	Criterion ID	Product Group	Partition Type	Max. CPC
	My Shopping	162046818	1.064E+10	Ad Group #1	1.8284E+10	* /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	5.5733E+10	* / category = *	Unit	1
	My Shopping	162046818	1.064E+10	Ad Group #1	5.4098E+10	* / category = "Electronics"	Unit	0.2
	My Shopping	162046818	1.064E+10	Ad Group #1	5.9936E+10	* / category = "Apparel & Accessories" /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = *	Unit	0.2
	My Shopping	162046818	1.064E+10	Ad Group #1	5.809E+10	* / category = "Apparel & Accessories" / category = "Jewelry"	Unit	3
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = "Clothing" /	Subdivision	--
	My Shopping	162046818	1.064E+10	Ad Group #1	6.4653E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = *	Unit	1
	My Shopping	162046818	1.064E+10	Ad Group #1	8.9162E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "111"	Unit	1.5
	My Shopping	162046818	1.064E+10	Ad Group #1	9.1619E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "222"	Unit	2
	My Shopping	162046818	1.064E+10	Ad Group #1	9.1619E+10	* / category = "Apparel & Accessories" / category = "Clothing" / item id = "333"	Unit	1.75
	My Shopping	162046818	1.064E+10	Ad Group #1	5.7957E+10	* / category = "Apparel & Accessories" / category = "Shoes"	Unit	2

Tip: remember that *All products* no longer needs to be the lowest bid as products do not overlap within a single ad group.

3f. Upload to *Reports and uploads* in AdWords

- Upload your bid file to AdWords so that they take effect in your campaign

The screenshot displays the Google AdWords interface. On the left sidebar, under 'All online campaigns', there are links for 'My Regular PLA Campaign' and 'My Shopping Campaign', with 'Ad Group #1' highlighted in red. Below this, the 'Bulk operations' section is visible, and the 'Reports and uploads' option is highlighted with a green box. The main content area is titled 'Uploads' and contains the 'Upload editable report' section, also highlighted with a green box. This section includes a 'Browse for file' button, a note about file formats (Excel, .csv, .tsv), and 'Upload' and 'Preview upload' buttons. A link to 'send feedback about uploads' is also present. To the right, there is a link to 'Create an editable report'. Below these options is a table with columns: 'DATE & TIME / USER', 'UPLOADED FILE', 'SUMMARY', and 'ACTIONS'. The table currently shows the message 'You have no uploads at this time.'

Left Sidebar:

- Search
- All online campaigns
 - My Regular PLA Campaign
 - My Shopping Campaign
 - Ad Group #1
- Shared library
- Bulk operations
 - Reports and uploads
- Labels

Main Content Area:

Uploads

Upload editable report
[Learn more](#) about the upload requirements.

Browse for file
File formats: Excel, .csv, .tsv

[Upload](#) [Preview upload](#) [send feedback about uploads](#)

[+ Create an editable report](#)

DATE & TIME / USER	UPLOADED FILE	SUMMARY	ACTIONS
You have no uploads at this time.			

3g. Carry over your mobile bid modifier

- Make sure you carry over your mobile bid modifier to Shopping campaigns
- Ensure your modifier is between -90% and +300% to reach mobile shoppers
- If you'd like to use different mobile bid modifiers across products, you'll need to create and segment inventory into separate ad groups (see advanced setups)

Modify mobile bids in *Settings* tab

The screenshot shows the Google Ads interface with the 'Settings' tab selected. The 'Devices' sub-tab is also selected. The table below shows the bid adjustments for different device categories.

Device	Bid adj. ?
Computers	
Mobile devices with full browsers	- 10%
Tablets with full browsers	

3f. Unpause your Shopping campaign

- Now that you've built out product groups and applied your bids, unpause your Shopping campaign to get it running
- Traffic will start flowing through this campaign within a few hours

All online campaigns > My Shopping Campaign >

Ad group: Ad Group #1

[Previous](#) | [Next](#)

Last 7 days: Jul 9, 2014 - Jul 15, 2014

Product listing ad

Paused

Enable

Pause

Delete

(Max. CPC) Edit

Display Network bid auto

Product groups

Products

Keywords

Dimensions

Columns



Clicks

vs

None

Daily

[View Change History](#)

1

Wednesday, July 9, 2014

Tuesday, July 15, 2014

Edit

<input type="checkbox"/>	Product group		Max. CPC	Benchmark CTR	Benchmark Max. CPC	Impression Share	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	▼ All products		--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▶ Apparel & Accessories		--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Electronics		\$0.20	--	--	--	0	0	0.00%	\$0.00	\$0.00

Step 4:

Pause your regular PLA campaign

4. Pause your regular PLA campaign

- Avoid running two campaigns at once by pausing your regular PLA campaign
- It can take up to 6 hours for your Shopping campaign to start running - so only pause your regular PLA campaign once you see traffic in your new campaign

Campaigns

Ad groups

Settings

Ads

Keywords

Ad extensions

Auto targets

Dimensions

All enabled campaigns

Segment

Filter

Columns

Search

+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Labels

<input type="checkbox"/>		↑ Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Cost ?	Impr. ?	Clicks ?	CTR ?	Avg. CPC ?
<input type="checkbox"/>		Campaign #1	\$100.00/day	Eligible	Search Network only	Product Listing Ads	\$239.73	70,902	352	0.50%	\$0.68
<input type="checkbox"/>		● Enabled	\$100.00/day	Eligible	Shopping	Product Listing Ads	\$0.00	0	0	0.00%	\$0.00
<input type="checkbox"/>		⏸ Paused					\$0.00	0	0	0.00%	\$0.00
<input type="checkbox"/>		✖ Deleted					\$0.00	0	0	0.00%	\$0.00
		Total - Search ?					\$239.73	70,902	352	0.50%	\$0.68
		Total - Display Network ?					\$0.00	0	0	0.00%	\$0.00
Total - all campaigns			\$300.00/day				\$239.73	70,902	352	0.50%	\$0.68

Show rows:

30

1 - 3 of 3

Advanced set-ups

Multiple ad groups

Aim for 1 ad group per campaign

- Shopping campaigns helps you easily subdivide and bid on your products within one ad group

Benefits of using a single ad group

- Eliminate product bidding overlap
- Easily subdivide your inventory into product groups
- Identify which products don't have specific bids
- Streamline your campaign management

Use multiple ad groups only if you...



- Adjust mobile bid modifiers differently across products
- Use a more granular negative keywords strategy

Prevent overlap across multiple ad groups

- If you do use multiple ad groups, you'll end up with multiple automatically created *Everything else in 'All products'* groups
- To prevent bidding overlap, exclude all but one of these groups

Ad group #1

Product groups Products Settings Ads Keywords Dimensions



Columns  

Clicks vs None Daily

1



0 Wednesday, July 9, 2014

Edit

<input type="checkbox"/>	Product group ?	Max. CPC ?	Benchmark CTR ?
<input type="checkbox"/>	▼ All products	--	--
<input type="checkbox"/>	▶ Apparel & Accessories	--	--
<input type="checkbox"/>	Electronics	\$0.20 	--
<input type="checkbox"/>	Everything else in 'All products'	\$0.20 	--

Ad group #2

Product groups Products Settings Ads Keywords Dimensions


Columns  

Clicks vs None Daily

1

0 Wednesday, July 9, 2014

Edit

<input type="checkbox"/>	Product group ?	Max. CPC ?	Benchmark CTR ?
<input type="checkbox"/>	▼ All products	--	--
<input type="checkbox"/>	Baby & Toddler	\$1.00 	--
<input type="checkbox"/>	Everything else in 'All products'	Excluded	--

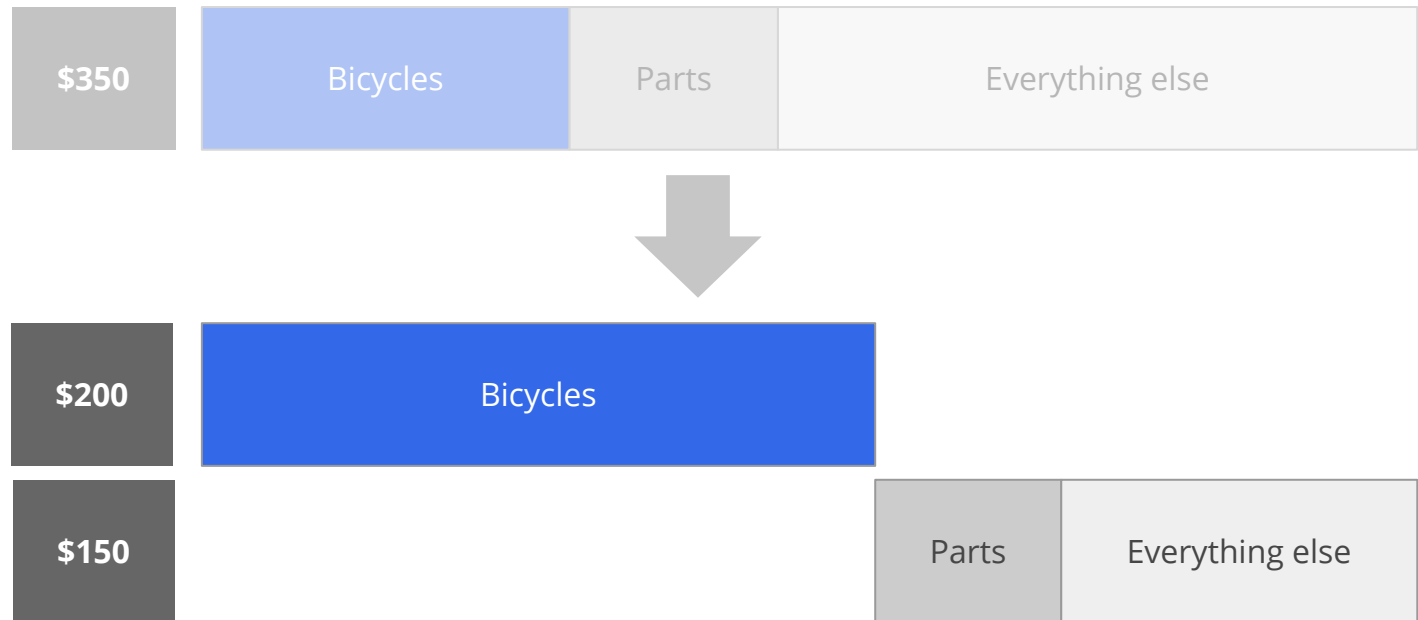
Multiple campaigns

There are 3 main reasons for multiple campaigns

- 1 Allocate budget across a subset of products
- 2 Respond to the retail calendar / promotions
- 3 Target multiple countries

#1: Allocate budget across product subsets

- The most common use of this strategy is to allocate a higher budget to strongest performing targets, i.e. your bestsellers
- In this way, you can better uncap revenue potential while maintaining ROAS



Use *exclusions* to only bid on the right subset

- Make sure your campaign budget only goes to the product subset you intend
- In other words, use exclusions on the *Everything else in 'All products'* group

Product groups Products Settings Ads Keywords Dimensions

Columns

Clicks VS None Daily [View Change History](#)

1

0 Tuesday, March 18, 2014 Monday, March 24, 2014

Edit

<input type="checkbox"/>	Product group ?	Max. CPC ?	Benchmark CTR ?	Benchmark Max. CPC ?	Impression Share ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	▼ All products	--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	▼ bestsellers	--	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	apparel & accessories > accessories	\$1.25	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	apparel & accessories > bags	\$2.50	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	apparel & accessories > clothing	\$1.75	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	apparel & accessories > jewelry	\$3.00	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	apparel & accessories > shoes	\$3.15	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Everything else in 'bestsellers'	\$1.00	--	--	--	0	0	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	Everything else in 'All products'	Excluded	--	--	--	0	0	0.00%	\$0.00	\$0.00

#2: Respond to retail / calendar promotions

- Retailers optimize their stores all the time, moving trending items to the front window and displaying prominent “Sale” signs to move reduced price inventory
- Shopping campaigns let you apply these same principles to digital advertising on top of your regular, core campaign optimized for long-term performance

On-Sale / Seasonal
Campaign

Flexible, efficient structure for
seasonal promotions

Bestsellers
Campaign

Uncapped potential for your top
performing products

Core
Campaign

Foundation for long-term testing
and optimization

Campaign priorities lets you tier campaigns

- Tell Google which bid to use when more than one is available for a product
- Options for *low*, *medium*, and *high* priorities

The screenshot displays the Google Ads interface for a Shopping Campaign. On the left, a sidebar lists 'All online campaigns' with options like Display Campaign, Product Listing Ads, and Search Campaign. The main area shows the 'Campaign: Shopping Campaign' details, including its status (Enabled), type (Shopping - Product Listing Ads), budget (\$150.00/day), and targeting (United States). A green box highlights the 'Settings' tab, and a green arrow points to the 'Shopping settings (advanced)' section. Within this section, the 'Campaign priority' is set to 'Low' and the 'Inventory filter' is set to 'None – use all products in country of sale (recommended)'. The 'Networks' section at the bottom shows 'Search' as the selected network.

Example: campaign for summer apparel

- Your core campaign is structured to bid on product lines and brands, but you want to promote a few items as part of a summer sale
- Instead of editing your core campaign, create a campaign just for sale items - use *high* priority to tell Google to use the bids in the seasonal campaign
- When your sale is over, simply pause the sale campaign



#3: Target different countries

- Because tax, shipping, language, and currency vary from country-to-country, you'll need to create a separate campaign for each country where you sell products
- Ensure the country of sale in your AdWords location settings matches the country your data feed is targeting and customized for in Merchant Center



Tip: required attributes may vary across countries - check the [feed specification](#).

FAQs

FAQs - Upgrade walkthrough

“What bid should I apply to my product groups?”

Use the same bid as your regular PLA campaign or the closest average bid.

“What performance changes will I see by upgrading?”

If your structure and bids are the same, you won't see any differences.

“Should I copy my regular PLA campaign structure to my Shopping campaign?”

No, regular PLA campaigns have nuances that don't exist in Shopping campaigns. You should take the time to consolidate your structure now before the holidays.

FAQs - Advanced set-ups

"I don't understand campaign priorities. Will a high priority campaign prioritize those products in the auction?"

No, campaign priorities tell Google which bid to use in your portfolio, not the product.

"What happens if a product is in multiple campaigns or ad groups?"

If the campaigns are the same priority, Google will use the highest product group bid.

"I use a third-party platforms for my bidding and feed management. How should I upgrade?"

Reach out and see how they can help.

"How many advertisers have upgraded already? What's their feedback?"

Majority of PLA advertisers have already started taking advantage of Shopping campaigns. 85% of these advertisers are fully upgraded.

Key takeaways

Key takeaways



Your [regular PLA campaigns will be retired](#) at the end of August



[Start upgrading](#) to Shopping campaigns as soon as possible

1. Analyze your regular PLA campaign structure
2. If needed, add custom labels to your data feed
3. Create a Shopping campaign, subdivide, and bulk edit bids
4. Pause your regular PLA campaign



Reach out to your Google team directly or give us a call if you need help at (866) 2-Google

Google **Thanks!**

Google Appendix

Case Study: Farfetch

Smarter merchandising with product groups



Organized product groups by category and brand

Created a separate campaign for top-trending and best-selling products and set it to high campaign priority

↑ 37% Conversion Rate
3x higher ROI

<http://goo.gl/Ly9nKP>

Case Study: LiBoutique

Better insight into performance



Created product groups for each brand

Analyzed SKU-level performance to optimize bids

↑ 37% Conversion Rate
3x higher ROI

<http://goo.gl/XuY4dl>

Case Study: US Mattress

Bidding strategies from competitive metrics



Organized product groups by brand, sub-brand, and individual SKUs

Optimized bids with impression share and benchmark data

↑ 30% CTR
↑ 10% Average Order Value

<http://goo.gl/1Ws9C5>

Case Study: ValuePetSupplies

Better workflow for management and optimization



Created product groups by brand and bestselling items
Streamlined optimization by diagnosing product group health
with impression share

↑ 650% ROAS
10x time savings

<http://goo.gl/XOltYb>